

**2015 SENATE INDUSTRY, BUSINESS AND LABOR**

**SB 2243**


# 2015 SENATE STANDING COMMITTEE MINUTES

## Industry, Business and Labor Committee Roosevelt Park Room, State Capitol

SB 2243  
January 28, 2015  
Job Number 22696

- ☐ Subcommittee  
☐ Conference Committee

Committee Clerk Signature



### Explanation or reason for introduction of bill/resolution:

Relating to the department of commerce North Dakota tribal tourism alliance program

### Minutes:

Attachments

**Chairman Klein:** Called the hearing to order.

**Senator Marcellais:** Written Testimony Attached (1). (1:15-2:55)

**Senator Miller:** Asked if there has been any effort with the tourism department or any kind of dialogue taken place amongst the tribes.

**Senator Marcellais:** To my knowledge this bill was introduced last session and it was defeated. We put wheels on it and put it back on the track because we feel it is important that our visitors from out of state know where our reservations are and also visit our reservations to see the tribal ceremonies, the powwows. (3:10-4:00)

**Chairman Klein:** The tourism department is here and will vouch for the fact that it has been part of their legendary program. The deeper discussion isn't that we don't want to support it but that it is six million dollars.

**Darian Morsette, Director of the MHA National Tourism:** Written Testimony Attached (2). We are trying to reestablish this amongst the tribes of North Dakota, all six of us. We are trying to get our interpretive center developed. We have our plans in place, the location is in place. He read off his testimony and questions were asked about where it would be located and the budget and the raising of dollars to fund it. (5:38-12:36)

**Chairman Klein:** Some of the oil tax revenue was for tourism and some was for expansion of the casino and another one was to buy that farm east of New Town. Were you included in that budget, do you get funding through that formula for efforts you are making on the reservation?

**Darian Morsette:** We are funded through the general fund through the tribes.

**Chairman Klein:** That has amounted to a lot of money and that was the discussion last session and of course we have expanded that a bit and I was hoping you got a fair shake in that.

**Darian Morsette:** We are in the process of approving our FY15 budgets right now. Darian was asked questions with regard to people coming to their location and about the events they put on such as the Warrior of the plains horse race. (13:37-15:45)

**Jason Morsette, Special Projects/ Interpretive Guide:** In support of this bill as are the other tribes. On a cultural point of you we do have a lot of cultural events. He talked about some of the cultural events that they have and the people that come to see these events from other states. (16:10-18:45)

**Senator Miller:** Asked if they ever go beyond the borders of their reservation to look for artifacts and burial grounds.

**Jason Morsette:** We want to explore and are not only trying to get people to come to the reservations but to go off the reservation to take the culture to show other tribes. If there is something in your area call us up and maybe we can preserve it another way and make it an attraction. The problem is how to we get there.

**Les Thomas, Vice Chairman of the Turtle Mountain Tourism Association:** Written Testimony Attached (3). (20:52-27:40)

**Carel Two-Eagle:** In support of the bill. She talked about the things she has done in her life and also shared ideas to promote the reservations. (28:35-33:49)

**Nick Archuleta, President of North Dakota United:** He is a member of the three affiliated tribes and is in support of the bill. He shared a few stories. (34:15-35:50)

**Sara Otte Coleman, Director of the Tourism Division in the North Dakota Department of Commerce:** Written Testimony Attached (4). (36:55-40:33)

**Chairman Klein:** Asked if they reach out to the various tribes to get that information into the book and it was going better and now it has struggled a bit.

**Sara Otte Coleman:** There was a formal group that was meeting but they aren't meeting formally anymore so instead her staff is working with each of them individually.

**Chairman Klein:** What is the tourism budget?

**Sara Otte Coleman:** Our total budget is about eleven million dollars a biennium to market the whole state.

**Chairman Klein:** And this is asking for six million. With the money you have you are including the reservations.

Sara Otte Coleman: Yes from a marketing standpoint we are marketing all of the experiences and options but from a development standpoint we don't have very many dollars. Some of the projects they are talking about are a lot of dollars and we only have a couple small grant programs.

Chairman Klein: Closed the hearing.




# 2015 SENATE STANDING COMMITTEE MINUTES

## Industry, Business and Labor Committee Roosevelt Park Room, State Capitol

SB 2243  
2/2/2015  
Job Number 23001

- ☐ Subcommittee  
☐ Conference Committee

Committee Clerk Signature



### Explanation or reason for introduction of bill/resolution:

Relating to the department of commerce North Dakota tribal tourism alliance program

### Minutes:

No Attachments

**Chairman Klein:** Opened the meeting.

**Senator Poolman:** Moved a do not pass.

**Senator Burckhard:** Seconded the motion.

**Senator Miller:** I believe if we were going to focus anything on our state or commerce budget resource this is probably more where we need to do it because this is what makes North Dakota worth coming to. There is not much to see here.

**Chairman Klein:** I would argue is that our tourism department knows that and what I heard from them they like that and incorporate it. That is the stuff they send to the Europeans who want to come to North Dakota to see the Indian way. I think in Tourism the eleven million dollar budget some of that money is helping the tribes. Maybe with a study there will be a little more interface because it does sound like they are reaching out and trying to do things together.

**Senator Miller:** Things like Medora are the cool things and the things that some of these tribes do are little gems that should be more widely advertised.

**Chairman Klein:** I think they are and you will find in the tourism package that the events are listed.

**Senator Miller:** I think in the future, like South Dakota does allocate a lot more resources to tourism then we do. I think we spend a lot of money in the commerce budget that is ill spent and I think we could prioritize in the other areas and we would get more bang for the buck. That is more of a management system and I don't know if our current tourism department would be capable of handling any huge amounts of revenue. To be successful I think we need to change how we are directing funds.

Chairman Klein: Any other discussion on this bill, the clerk will call the roll.

Roll Call Vote: Yes-7 No-0 Absent-0

Senator Poolman will carry the bill.

**2015 SENATE STANDING COMMITTEE  
ROLL CALL VOTES  
BILL/RESOLUTION NO. SB 2243**

Senate Industry, Business and Labor Committee

☐ Subcommittee

Amendment LC# or Description: \_\_\_\_\_

Recommendation: ☐ Adopt Amendment  
☐ Do Pass    ☒ Do Not Pass    ☐ Without Committee Recommendation  
☐ As Amended    ☐ Rerefer to Appropriations  
☐ Place on Consent Calendar  
Other Actions: ☐ Reconsider    ☐ \_\_\_\_\_

Motion Made By Senator Poolman Seconded By Senator Burckhard

Senators	Yes	No	Senators	Yes	No
Chairman Klein	x		Senator Murphy	x	
Vice Chairman Campbell	x		Senator Sinner	x	
Senator Burckhard	x				
Senator Miller	x				
Senator Poolman	x				

Total (Yes) 7 No 0

Absent 0

Floor Assignment Senator Poolman

If the vote is on an amendment, briefly indicate intent:

**REPORT OF STANDING COMMITTEE**

**SB 2243: Industry, Business and Labor Committee (Sen. Klein, Chairman)** recommends  
**DO NOT PASS** (7 YEAS, 0 NAYS, 0 ABSENT AND NOT VOTING). SB 2243 was  
placed on the Eleventh order on the calendar.

**2015 TESTIMONY**

**SB 2243**

1/28/2015 #1



## NORTH DAKOTA SENATE

STATE CAPITOL  
600 EAST BOULEVARD  
BISMARCK, ND 58505-0360



Senator Richard Marcellais  
District 9  
RR 1, Box 267A  
Belcourt, ND 58316-9787  
rmarcellais@nd.gov

### COMMITTEES:

Education  
Government and Veterans Affairs

### **Testimony for SB 2243**

**Relating to department of commerce North Dakota tribal tourism alliance program.**

**Chairman Klein, members of the Senate Industrial, Business, and Labor Committee, for the record my name is Richard Marcellais, Senator from District 9, Rolette County.**

**Senate Bill 2243 comes to your committee as a result of the attached United Tribes of North Dakota Resolution 14-9-4.**

**SB 2243 relates to the North Dakota Department of Commerce and North Dakota Tribal Tourism Alliance Programs working together to increase the tourism on the five (5) tribes within the state of North Dakota.**

**A significant component of North Dakota tourism includes visitors to Indian reservations who desire to understand and appreciate that Tribal Nations still exist within North Dakota.**

**Thank you very much for the opportunity to appear in support of Senate Bill 2243, I will try an answer any questions the committee may have.**

**UNITED TRIBES OF NORTH DAKOTA  
RESOLUTION**

**RESOLUTION NO. 14-9- 4**

***Resolution Entitled: Support for a request to ND state legislature for \$6 million in annual funding to provide Tribal tourism grants for the five Tribal Nations with a presence in North Dakota***

- WHEREAS,** United Tribes of North Dakota ("United Tribes") is an association of the five federally recognized Tribes located in North Dakota, each of which has a government-to-government relationship with the United States established by Treaty, including the Three Affiliated Tribes, the Sisseton Wahpeton Oyaté, the Standing Rock Sioux Tribe, the Spirit Lake Tribe and the Turtle Mountain Band of Chippewa, with a Board of Directors composed of the Chairman and one council member from each member Tribe; and
- WHEREAS,** United Tribes exists to assist in furthering the common goals of the North Dakota Indian Tribes and Nations; and
- WHEREAS,** tourism is, according to the Governor of North Dakota and the North Dakota Department of Commerce, the third largest industry in North Dakota after energy and agriculture; and
- WHEREAS,** a significant component of tourism to North Dakota includes visitors to Indian reservations who desire to understand and appreciate that Tribal Nations still exist within the United States; and
- WHEREAS,** the North Dakota Tribal Nations are working with the North Dakota Indian Affairs Commission to seek funding through the state of North Dakota for promotion of tourism to the Indian reservations in North Dakota, to the extent Tribes are desirous of such tourism; and
- WHEREAS,** the North Dakota Tribal Nations are seeking an appropriation by the state legislature in an amount of \$1 million per Tribe, plus an additional \$1 million for administration per year in the next biennium for the administration of tourism programs that benefit the Tribal Nations in North Dakota; and
- WHEREAS,** Coordination for tourism efforts by the five Tribes in North Dakota will be managed through the Board of Directors of United Tribes of North Dakota, but the grants will be made to the individual Tribal Nations through the state tourism department; and
- WHEREAS,** the North Dakota Tribes will work with the state tourism department and with

the American Indian and Alaska Native Tourism Alliance nationally to assist in promotion of tourism within North Dakota that will benefit the North Dakota Tribal Nations.

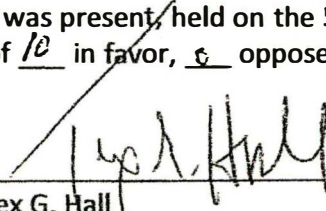
**NOW THEREFORE BE IT RESOLVED**, that United Tribes of North Dakota hereby supports state legislation to be enacted in the 2015 legislative session that will allow the Tribes to acquire grants in an amount up to \$1.2 million per tribe per biennium for the conduct and administration of tourism programs that will benefit the Tribal nations within North Dakota and that will benefit tourism in general in North Dakota, with the understanding that tourism efforts will complement and be part of the tourism efforts of the North Dakota tourism department; and

**BE IT FURTHER RESOLVED**, that United Tribes of North Dakota hereby urges its member Tribes to support tourism activities for all the Tribes in North Dakota; and

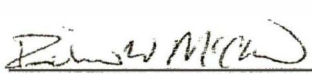
**BE IT FINALLY RESOLVED** that this resolution shall be the policy of United Tribes of North Dakota until otherwise amended or rescinded, or until the policy objective of this Resolution is accomplished.

#### CERTIFICATION

As Chairman of the Board of Directors of United Tribes of North Dakota, I hereby certify that the foregoing resolution was duly passed at a meeting of the United Tribes of North Dakota Board of Directors at which a quorum was present, held on the 5th day of September, 2014, in Bismarck, North Dakota, with a vote of 10 in favor, 0 opposed, 0 abstaining, and 0 not present.

  
Tex G. Hall  
Chairman, Board of Directors  
United Tribes of North Dakota

ATTEST:

  
Richard McClelland

Acting Secretary, Board of Directors  
United Tribes of North Dakota



1/28/15

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**MHA Nation Tourism**  
**Mandan, Hidatsa & Arikara Nation – Fort Berthold Indian Reservation**  
**404 Frontage Road - New Town, North Dakota 58763**  
**Telephone: (701) 627-2243 Fax: (701) 627-2250**



<u>Table of Contents</u>	<u>Page</u>
Senate Bill # 2243	2243
United Tribes of North Dakota Resolution # (Tribal Leaders of North Dakota)	14-9-4
MHA Tribal Council Resolution #	15-005-LKH
MHA History/Tourism Earth Lodge Village/ Interpretive Center	1
Mission and Vision Statements	2
Humanities Content / Humanities Resources	3
Project Format / Participant Experience	4
Project Resources / Project History	5
Audience / Marketing / Promotion	6
Earth Lodge Village Product Information	7
Work Plan	8
Annual Operating Budget Proposed FY 2015	9
Budget for Interpretive Center Exhibits	10
Places to See and Enjoy	11
MHA Interpretive Center Design	12

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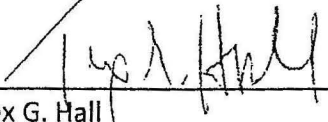
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**BE IT FURTHER RESOLVED**, that United Tribes of North Dakota hereby urges its member Tribes to support tourism activities for all the Tribes in North Dakota; and

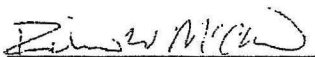
**BE IT FINALLY RESOLVED** that this resolution shall be the policy of United Tribes of North Dakota until otherwise amended or rescinded, or until the policy objective of this Resolution is accomplished.

**CERTIFICATION**

As Chairman of the Board of Directors of United Tribes of North Dakota, I hereby certify that the foregoing resolution was duly passed at a meeting of the United Tribes of North Dakota Board of Directors at which a quorum was present, held on the 5th day of September, 2014, in Bismarck, North Dakota, with a vote of 10 in favor, 0 opposed, 0 abstaining, and 0 not present.

  
Tex G. Hall  
Chairman, Board of Directors  
United Tribes of North Dakota

ATTEST:

  
Richard McClelland  
Acting Secretary, Board of Directors  
United Tribes of North Dakota





**RESOLUTION OF THE GOVERNING BODY  
OF THE  
THREE AFFILIATED TRIBES  
OF THE  
FORT BERTHOLD INDIAN RESERVATION**

**Resolution Entitled: "Supporting the United Tribes of North Dakota's Resolution Number 14-9-4 Requesting Tribal Tourism Funding from the North Dakota Legislature"**

**WHEREAS,** This Nation having accepted the Indian Reorganization Act of June 18, 1934, and the authority under said Act and having adopted a Constitution and By-laws pursuant to said Act; and

**WHEREAS,** The Constitution and By-laws of the Three Affiliated Tribes was adopted by membership of the Tribes on May 15<sup>th</sup>, 1936 pursuant to the Indian Reorganization Act of 1934 and duly approved by the Secretary of Interior; and

**WHEREAS,** Article III of the Constitution of the Three Affiliated Tribes provides that the Tribal Business Council is the governing body of the Tribes; and

**WHEREAS,** The Constitution of the Three Affiliated Tribes authorizes and empowers the Tribal Business Council to engage in activities on behalf of and in the interest of the welfare and benefit of the Tribes and of the enrolled members thereof; and

**WHEREAS,** Tourism is the third largest industry in North Dakota after energy and agriculture; and

**WHEREAS,** A significant component of tourism to North Dakota includes visitors to Indian reservations; and

**WHEREAS,** The Three Affiliated Tribes recognizes the importance of Tribal tourism to the tourism industry in North Dakota.

**NOW THEREFORE BE IT RESOLVED,** that the Tribal Business Council of the Three Affiliated Tribes hereby supports the United Tribes of North Dakota's request for support from the North Dakota state legislature.

*(Signature Page to Follow)*

**CERTIFICATION**

I, the undersigned, as Secretary of the Tribal Business Council of the Three Affiliated Tribes of the Fort Berthold Indian Reservation hereby certify that the Tribal Business Council is composed of seven (7) members of whom five (5) constitute a quorum, 6 were present at a Regular Meeting thereof duly called, noticed, convened and held on the 7<sup>th</sup> day of January, 2015, that the foregoing Resolution was duly adopted at such meeting by the affirmative vote of 5 members, 0 members opposed, 0 members abstained, 1 members not voting, and that said Resolution has not been rescinded or amended in any way.

Chairman ☒ Voting. ☐ Not Voting.

Dated this 7<sup>th</sup> day of January, 2015.

**ATTEST:**

A handwritten signature in cursive script, appearing to read "L. Ken Hall".

Executive Secretary: L. Ken Hall  
Tribal Business Council  
Three Affiliated Tribes

A handwritten signature in cursive script, appearing to read "Mark Fox".

Chairman: Mark Fox  
Tribal Business Council  
Three Affiliated Tribes



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**MHA Nation Tourism**  
**Mandan, Hidatsa & Arikara Nation – Fort Berthold Indian Reservation**  
**404 Frontage Road - New Town, North Dakota 58763**  
**Telephone: (701) 627-2243 Fax: (701) 627-2250**

**MHA History / Tourism Earth lodge Village / Interpretive Center**

Established by the Fort Laramie Treaty of 1851, the Three Affiliated Tribes, also known as the Mandan, Hidatsa, and Arikara Nation (MHA) of Fort Berthold Reservation in North Dakota, consists of over 14,000 enrolled members, of which roughly over half reside on the reservation. The MHA Nation has survived many significant changes including the flooding of its primary homelands along the Missouri River, due to the creation of the Garrison Dam in the early 1950s. Today, the MHA Nation resident population reside in the communities of New Town, Parshall, Mandaree, White Shield, Four Bears, and Twin Buttes. The MHA Nation established its Tourism Department in 2002 as a means of showcasing its tribal culture to the world, and as yet another means of cultural preservation. The Tourism department has its administrative offices on Main Street in New Town, but its primary tourism location is on the west bank of Lake Sakakawea where an Earth Lodge Village has been constructed. The Village currently offers activities year round that showcase the cultural heritage of the three tribes. These activities include Warrior of the Plains Traditional Horse Races, Mandan, Hidatsa & Arikara cultural demonstrations, hosting visitors for cultural interpretation tours, cultural ceremonies and dance groups including cultural exchange groups and other tribal groups. A significant goal for the Tourism department is to use tourism as a means to preserve and promote the cultures of the three tribes. This preservation is based accordingly, activities are often geared toward the youth of the reservation, with the inclusion of tribal elders.

The MHA Tourism department is in the process of planning and developing an Interpretive Visitors Center that will serve as a source of education, tribal history, and cultural preservation. While “tourism” is generally defined as a traveling for recreation and leisure, the MHA Tourism department has designed its current tourism programming to achieve much more. The goals of the Tourism department are to protect, preserve, and educate the world about the living culture, history, and environment of the Mandan, Hidatsa and Arikara Nation. This includes developing quality educational, interpretative programming for the visiting public, local, regional, national and international. We believe the activities of the MHA Tourism department provide an excellent opportunity to engage and educate our visitors, neighbors, and tribal members about the rich cultural heritage of the Mandan, Hidatsa, Arikara Tribes.

To this end, MHA Tourism has already begun the process of enhancing its existing Earth Lodge Village, which includes one large “ceremonial” lodge and six family size earth lodges, located on the shores of Lake Sakakawea near New Town, North Dakota. This enhancement will include new infrastructure in the form of an Interpretive Center, and continue the development of a dual indoor/outdoor amphitheater, plans to expand the existing traditional garden plot, an area for traditional equine activities / demonstrations, hiking and riding trails, outdoor exhibit space, canoeing and biking, interpretive signs. The Interpretive Center will include a gift shop, cooking facilities for public gatherings, a large dining area seating for approximately 300 people and a large area for public presentations and interpretive educational activities including cultural demonstrations such as cultural storytelling, dance performances, and educational panels and forums. All of these activities will be designed to educate the public about the rich cultural heritage of the MHA Nation.

6

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**MHA Nation Tourism**  
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**Mission and Vision Statements**

**Vision:** The Tourism Department is responsible for the on-going development and sustaining this unique tourist attraction for the Three Affiliated Tribes. This unique attraction offers the traveler from the state, region, national and global with an experience that is embedded in the culture, oral tradition and history of the Mandan, Hidatsa and Arikara People.

**Mission:** Create Opportunities to increase tourism to the reservation by providing education, training and technical assistance and further the economic growth of the Fort Berthold Indian Reservation.

**Visitor Center Mission Statement:**

The Visitor Center proposed in the Earth Lodge Village area and is integral to providing the visitors to the MHA Nation, a source to discover the historical identity and culture, to acquire an increased awareness of the uniqueness of the Mandan Hidatsa Arikara Tribes. The Earth Lodge Village helps to enrich the community, increase environmental awareness, offer educational opportunities and provide an arena for special events.

The Visitor Center is not only responsible for programming, but also marketing, publicity and public relations; and raises funds to support these programs while keeping ticket prices free or affordable.

**Statement of Values and Vision:**

The MHA Nation Tourism values excellence; accessible and affordable arts experiences; diversity; a broad spectrum of programs; our unique environment; and fiscal responsibility. The MHA Tourism Department strives to be the premier center for integrating cultural and performing arts, education and community.

**Intrinsic Qualities - Earth Lodge Village Recreational Site**

1. Cultural
2. Historic
3. Natural
4. Recreational
5. Scenic



72

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**Humanities Content**

In planning for the Humanities themes for this project, the MHA Tourism department is obtaining the collaboration of faculty from the Fort Berthold Community College's Native American Studies Department. Since the venture is cultural in nature, this group of scholars will also include individuals who possess cultural knowledge of the three tribes of Fort Berthold Reservation. While the specific content or offerings are being determined, the themes will include tribal history, language, roles of women and men in tribal society, societies, clanship identity and roles, tribal forms of self-governance, tribal economics, among other topics.

For example, the traditional garden site at the Earth Lodge village might serve as one learning tool to interpret the role and importance of women in our tribal cultures. This could include public discussions or panels on the roles of women, and their contributions to the survival and well-being of the tribe. In our tribal cultures, men and women have their own societies, and maintained a vast amount of cultural knowledge that was essential to the survival of our tribes. Our goal is to seek the input of both academic scholars and our own cultural scholars in developing programming for the Visitors Center. It is important that we have collaboration from local tribal elders to assist us in determining what is appropriate for public consumption, and we intend to include them in all stages of the planning process. Currently, a list of elders and individuals with cultural knowledge is being assembled for an advisory group that will act as a resource for the department, not only for this grant planning process, but for the longer term operation of the Visitor Center as well. These individuals will be included in every stage of planning for the Center and its activities.

**Humanities Resources**

MHA Tourism Staff Darian Morsette –Tourism Director, Jason Morsette - Special Projects / Interpretive Guide, Karcen Smith Administrative Assistant, James Moran - Earth Lodge Village Supervisor/ Grounds Keeper/ Guide, Michael Short Bull, Grounds Keeper/ Guide, Darian St. Pierre Earth Lodge Grounds Keeper / Guide, Delphine Baker -Coordinator of the Interpretive Center/Visitor Center.

MHA Museum Director –Marilyn Hudson, MHA Museum Historian – Calvin Grinnell, MHA Tribal Historic Preservation Office Director – Elgin Crows Breast, MHA Tribal Historic Preservation Office – Pete Coffey, Fort Berthold Community College Native American Studies Department – Devin Driver, Language and Cultural Preservation – Marty Young Bear, MHA Philanthropist – Mike Cross, MHA Elders, MHA Elders Organization, MHA Community Boards, MHA Tribal Historians and Culturally Identified Individuals, North Dakota State University Department of Anthropology and Computer Science, North Dakota State Historical Society.



**Project Format/Participant Experience**

We anticipate planning for a variety of participant experiences. As mentioned previously, the Interpretive Center will be used as a “hub” for various interpretive activities. These activities could include but are not limited to:

- Storytelling
- Kiosks and Interpretive Guides for cultural interpretation
- History of the vast Trading Network of the Mandan, Hidatsa, Arikara Tribes
- Tribal History, to also include more recent historical events, such as the relocation brought on by the Garrison Dam
- Cultural Demonstrations
- Traditional Gardening, using an actual garden site as a learning tool
- Cultural gatherings
- Discussions and demonstrations of tribal art
- Traditional horse races

Another example, might be using the Center’s planned cooking facility and dining area to serve traditional meals in conjunction with various panel discussion or cultural presentations. This would provide an opportunity for the public to not only learn about traditional subsistence but to experience it. We anticipate an activity like this could include, for example, a panel discussion or presentation on the importance of agriculture to our tribes, and the various social and spiritual themes associated with each. The people of the MHA Nation had often complex rituals and social protocols relevant to buffalo and corn, and the harvesting of these resources also illustrates the roles of men and women in tribal society. We would like for all of our activities to be designed in such a way that the public has a chance to experience the event in a very real and personal way.

Currently, the MHA Tourism sponsors and organizes traditional horse races in the summer months. This could also be part of another educational series that interprets the role of horses in tribal culture in terms of their impact on economics, hunting, and trade with other tribes, for example. We intend to use the planning process to help us identify which activities could be ongoing, what types of resources we would need for each, which activities are more occasional or seasonal type events, and to assess our current available literary resources.

- Annual number of visitors (pow wows, earth lodge village); 1,000 for Earth Lodge Village, 8,000 for Annual Pow-Wows (6 pow-wows), 500 Horse Racing Events, 400 for Cultural Exchange Presentations. 300 - for Local Schools and Church Visitation.
- Special characteristics and current activities; MHA Cultural Performances, Cultural Exchange Groups, Art and Craft Fairs, Rib Fest, Family Culture Day, Dried Meat and Cornball making classes, Trail rides, Camping in Tipis and Earth Lodges, Native Youth Presentations, Church Group Presentations, Local School Cultural Presentations, Culture Camps, Horse racing, Fishing, Group Hosting. MHA Elders Oral History, Weddings, Cultural ceremonies, Hiking, Canoeing, Kayaking Biking.



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**Telephone: (701) 627-2243 Fax: (701) 627-2250**

**Project Resources**

A significant portion of the planning process will include the identification and collection of resources available to assist us in our interpretive endeavors. We believe, however, that one of our greatest resources is our elder population and we intend to include them fully in the phases of this project. The Fort Berthold Community College, a tribally chartered entity, has a cultural resource department of its own and a faculty in Native Studies that we will collaborate with in this endeavor. The MHA Nation has several Societies such as the Fox Society, Enemy Women's Society and a clanship system that is practiced today. Each of the Segments on Fort Berthold have developed language curriculum that will be archived and used in kiosks. The Oral History told by the Mandan, Hidatsa & Arikara Elders will be videoed and archived, MHA Museum has agreed to assist with cultural interpretation and tours. Photos will be purchased from the North Dakota Historical Society and gathered from families on the Fort Berthold Indian Reservation. MHA Tourism is currently in the process of photographing cultural sites within the boundaries.

**Project History**

The MHA Tourism department was established in during the year 2002 to create opportunities to increase tourism to the reservation and through that further the economic growth of the MHA Nation. The long term objective was to build the Earth lodge village to meet the needs of the tribal communities and a powerful attraction for visitors to the reservation.

The MHA Tourism has operated and managed the Earth lodge Village which consists of one large ceremonial lodge and six family size lodges, which are available to rent. The MHA Tourism Staff plants a traditional garden of beans, corn, squash, sunflowers and other traditional foods. Visitors can also enjoy exciting horse racing in the summer months or have a cultural tour and hear stories about the culture heritage of the Mandan, Hidatsa and Arikara people. The MHA Tourism Department also provides the experience of our living culture to stimulate the senses by hiking the history trail, paddling in a canoe or kayak along the shores of the beautiful Lake Sakakawea. MHA Tourism Department also provides traditional dance performances, tourists can also enjoy sitting by and open fire with wide open prairie skies of North Dakota.

MHA Tourism Guides have offered cultural interpretation to visitors traveling through, bus groups and to local schools surround our area. Horse racing during the summer months is a major attraction. The Boys & Girls and Fort Berthold Community College summer camps hosted at the earth lodge village are instrumental in educating the youth. Cultural exchange groups have been an attraction for our tourism department. The tourism department also works with the community by hosting art and craft shows and does the event decorating. Other activities include oral history telling, dry meat and corn ball making demonstrations, media from the region has traveled to the earth lodge village for documentaries. Tourism developments include the hiking and biking trails along with canoeing and kayaking, trail rides.

**Audience, Marketing, and Promotion**

The audience for this project is the visiting public, the local tribal public, and our neighbors in the region. Our current marketing efforts include Local counties, Regional and National Publications, North Dakota State Tourism Travel and Hunting Guides, Brand USA International Marketing and National Tourism Organizations such as American Indian Alaskan Native Tourism Association and Brand USA for International Marketing. In terms of the local public, we currently work with the local pow-wow committees who sponsor 3 day pow-wows on the reservation (there are 6 annual pow-wow celebrations on the reservation), local schools, and the 4 Bears Casino, Three Tribes Museum which is located within 4 miles of the Earth Lodge Village site.

The regional tourists and which now include the new tourist (Oil Field workers) are extremely interested in the MHA Nation Culture and Traditions. The International tourist is getting the brochures and pamphlets; MHA Tourism has attended marketing Trade Shows and met directly with International Tourist Travel Agents. The audience is full of diversity ranging from people interested in Mandan, Hidatsa, Arikara culture to site seeing, history of the North Dakota, water sports, horseback riding, hiking, biking, traveling on the Killdeer Mountain / Four Bears Scenic Byway.

**Project Evaluation**

During the planning phase, we will implement early audience testing using our current activities. With this in mind, we will include individuals with a marketing background in our planning phase. FBCC has a marketing program and faculty that we can rely on. We also send our staff members for training in topics relevant to tourism, which includes marketing.

The MHA Tourism Staff has had training in working directly with the Overseas Tour Operator (GO Native Tour Operator Training) and has experience working with the Travel Agents (Go West International Tourism). The staff has also attended various Trade Shows and Marketing Events throughout the USA to promote the MHA Tourism Industry. The staff has had hospitality training from the North Dakota Tourism Website.



71 a

**MHA Nation Tourism**  
**Mandan, Hidatsa & Arikara Nation – Fort Berthold Indian Reservation**  
**404 Frontage Road - New Town, North Dakota 58763**  
**Telephone: (701) 627-2243 Fax: (701) 627-2250**

**Earth Lodge Village Product Information**

The MHA Nation Tourism Department offers travelers a unique tourism experience. This tourism destination site is the Mandan Hidatsa Arikara Earth Lodge Village located west of New Town ND, along the Killdeer Mountains / Four Bears Scenic Byway. The MHA Tourism Department is responsible for the ongoing development and sustaining this unique tourist attraction for the Three Affiliated Tribes. This attraction offers the traveler from the state, region, national and global with an experience that is embedded in the culture, oral tradition and history of the Mandan Hidatsa Arikara People.

The Fort Berthold Indian Reservation is the home of the Mandan Hidatsa Arikara Tribes and the same tribes that Lewis and Clark wintered with in 1805 during the Lewis and Clark Expedition (1804-1806). This tourism site is the product of the Lewis and Clark Bicentennial Signature Events held 2004-2006. It includes a large community lodge which is a functional facility that is designed with a time period exterior and interior however, has incorporated electricity and water to accommodate for conference, meeting, family gatherings, and other events. The village also consists of 6 smaller lodges which are also time period construction. All the lodges are available for rent on a daily basis and or longer for overnight stays. MHA Tourism will provide a Native American Experience with Cultural Interpretation from Interpretive Guides. A night's visit in our time period earth lodges or tipi encampments during the summer months will assist the visitor, to gain the knowledge of the Mandan Hidatsa & Arikara Tribes; the Three Affiliated Tribes were the leading traders on a vast trading route for centuries. Listen to the traditional oral history of the historic culture of the Mandan Hidatsa and Arikara people.

The MHA Tourism staff plants a traditional garden of beans, corn, squash, sunflowers and other traditional foods. The seeds are selected from Fort Berthold Community College or North Dakota State University Extension Office seed bank and are not genetically altered. Savor the customary food of the Mandan Hidatsa & Arikara and observe the cultural dancing of the societies of the 3 tribes. You can also enjoy exciting horse racing / trail rides during the summer don't miss the opportunity to hear and learn how life was for our tribes.

Experience the living culture and stimulate your senses by hiking the history trail along the buttes above the earth lodge village or enjoy the epic Lake Sakakawea and throw a fishing line the fishing is great along the shores. For the adventurous other water sports available paddling in a canoe or kayak and try to spot the wildlife in the Four Bears Bay. Enjoy the invigorating traditional tribal dance performances at the earth lodge site. Sit by an open fire with the wide open prairie skies of North Dakota above.

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**Work Plan**

Our work plan will focus primarily on meeting with our advisory group, consisting of local cultural and academic scholars, FBCC faculty, faculty from our local schools, elders, tribal education department staff, museum staff, and our reservation based Boys and Girls Club staff. We will seek input from our local youth to help us identify areas of interest for this age group, and to assist us in tailoring some of our programming to this age group. We anticipate the following timeline:

Month one: The first meeting of our advisory group to provide an overview of the grant activities, and establish a calendar for our work including meeting times and locations.

Months two and three: Group review of available local resources including literary, cultural, and identification of other individuals who may contribute to the development of programming. Identify training options for interpretive staff.

Months four through six: Development of programming for the Visitors Center including formats such as presentations, panels, equestrian activities, garden activities.

- The traditional garden be developed using traditional methods.
- A learning activity for local youth, utilizing the elders for teaching the cultural ways of gardening.
- Activities or themes that will be appropriate for panel discussions, presentations, or other demonstrative formats? Oral History – Hands on demonstrations – Guides for cultural Interpretation – Kiosks and signage – summer camps.
- The cultural parameters for inclusion of materials to be shared with the public. Cultural Knowledge depends on how and when asking an elder or appropriate person. Brochures and other pamphlets will be developed along with recording of elders.
- Educational tools that can be used such as digital displays for the Visitors Center. Kiosks and signage, sound system and drum groups, replicas of cultural items, video of language and history.
- Training is needed by interpretive staff for this project. Interpretive Guide Training

H 2

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**Budget**

**Annual Operating Budget Proposed FY 2015**

<b>EXPENDITURES:</b>	
Salaries/Personnel	400,580.00
Fringe Benefits	126,801.00
Travel	20,000.00
Supplies	20,000.00
Marketing Advertising	200,000.00
Inventory Cultural Items	50,000.00
Utilities	20,000.00
Cell Phones	6,000.00
NonCapital Equipment(under \$5,000.00)	10,000.00
Capital Equipment (over \$5,000.00)	40,000.00
Vehicles – Fuel	6,000.00
Vehicles – Maintenance	2,500.00
Other Operating	60,000.00
Consultant Fees	5,000.00
Conferences / Events	70,000.00
In-kind contribution total/indirect cost	137,160.00
<b>TOTAL EXPENSES</b>	<b>1,174,041.00</b>

#2

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**Budget**

**Proposal 1 for Interpretive Center Exhibits**  
**(see attachments for details / highlighted in yellow)**

<b>Exhibit 1 – Life in an Earth Lodge Village</b>	
<b>Phase 1-A: New , Improved 2D Movie</b>	<b>\$85,000.00</b>
<b>Exhibit 2 – The role of Dance in MHA Nation</b>	
<b>Phase 2-A: Virtual Dancers</b>	<b>\$2,000,000.00</b>
<b>Exhibit 3 – Effects of the Garrison Dam</b>	
<b>Phase 3-A: Basic Interactive Table Top Displays</b>	<b>\$162,000.00</b>
<b>Exhibit 4- Current Heritage Exploration</b>	
<b>Phase 4-A: Remote control drone over Lake Sakakawea</b>	<b><u>\$145,000.00</u></b>
 <b>TOTAL</b>	 <b>\$2,392,000.00</b>



H2

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**Places to see and enjoy**

Mandan Hidatsa Arikara Museum  
MHA Tourism Earth Lodge Village  
Four Bears Park / Little Shell Pow wow Arena  
Crows Flies High Summit  
Lake Sakakawea  
Sakakawea Gift Shop and Gallery (Tourism Visitor Center)  
Northern Star Gift Shop  
North Segment Community Center (basketball courts, exercise area)  
Four Bears Casino & Lodge  
Whirlwind Gift Shop  
New Town Marina  
Fort Berthold Community College Library  
Edgewater Golf Course  
Badlands Scenic Views  
MHA Buffalo Ranch & Lodge  
Reunion Bay (Lewis & Clark)  
Four Bears Interpretive Panels and Bridge Commemoration Site  
Old Scout Cemetery (White Shield)  
White Shield Interpretive Center  
Pow wows during the summer months(Twin Buttes, White Shield, Mandaree, New Town (Little Shell, Four Bears, Parshall)  
Annual Warrior of the Plains Challenge (2<sup>nd</sup> week in August)  
Churches & Cemeteries  
Birding and Wildlife Observation  
Reunion Bay (Lewis & Clark)  
Killdeer Mountain Four Bears Scenic Byway



# MANDAN HIDATSA ARIKARA NATION INTERPRETIVE CENTER

New Town, North Dakota

June 4th, 2014

Exterior Rendering

114-0046







## MANDAN HIDATSA ARIKARA NATION AREA PLAN

November 7th, 2014

Area Plan

114-0045



## **Proposal(s) for the MHA Nation Interpretive Center in New Town**

Dr. Jeffrey Clark, Professor and Department Chair,  
Department of Anthropology and Sociology, NDSU  
Dr. Brian M. Slator, Professor and Department Head,  
Department of Computer Science, NDSU  
(ver. 18Jan2015)

The main developer of these projects will be WoWiWe Instruction Co, an educational media company located in Fargo, ND that is a spin-off created by members of the Department of Computer Science and others at NDSU. WoWiWe will be responsible for the technical design and implementation of the various Virtual Reality systems.

A subcontract to North Dakota State University will be needed. Members of the department of Sociology and Anthropology will work with MHA representatives on exhibit design and content formation as well as the necessary usability studies and human subject testing. Every effort will be made to employ NDSU students registered with the Three Affiliated Tribes.

To a large extent, project personnel will work closely with designated members of the MHA Nation for content acquisition and for oversight regarding cultural and historical accuracy. Ideally someone in Fargo can be identified for the MHA contact, otherwise an internet video solution like Skype can be employed in conjunction with occasional face-to-face meetings in Fargo, Newtown, or some other location.

The projects proposed below describe four potential exhibits at the interpretive center: 1) life in an earthlodge village; 2) the role of dance; 3) effects of the Garrison Dam; 4) current heritage exploration. For all four exhibits we propose a phased approach with a shorter term 'first look' version along with one or more complete versions with a longer timetable.

Please note: time and completion estimates are tentative and assume a contract is signed and necessary content and cooperation is provided by the MHA Nation.



## Exhibit 1 - Life in an Earthlodge Village

This exhibit will revolve around an accurate depiction of life in an earthlodge village, with a variety of focus areas including: community, culture, games, religion, social activities, agriculture, and hunting.

The main effort will be focused on upgrading the current virtual 3D scene of the On-a-Slant village. Phases will be implemented that use this scene in a variety of contexts. More money and time can be spent to build progressively more interactive and realistic scenarios. These virtual exhibits could also be supplemented with real artifacts in controlled environments.

### Phase 1-A: New, Improved 2D Movie

The next generation On-a-Slant movie will include many more details and will be rendered in a much higher resolution. This animated short has a 12 minute running time. It could be screened in an auditorium or viewing space on a continuous loop or mixed in with films created by others.

#### how long?

The first version would be ready in three months.

#### how much?

Grand Total: \$85K

#### - development expense:

Total \$80K - Graphic artist: \$15K; Tech support/rendering: \$10K; student assistants (2): \$10K; Project Mgmnt: \$20K, NDSU F&A: \$25K

#### - licensing

TBD – NDSU will need to grant exclusive license to MHA Nation, which is negotiated. A one-time \$5K fee would be anticipated.

### Phase 1-B: 3D Movie

This is the same On-a-Slant movie described above, only rendered in 3D and shown in a continuous loop in a small (10 person) space using “Active 3D” glasses.

Note: Constructing the space, providing chairs, etc. is the responsibility of

the MHA Nation.

**how long?**

The 3D version would be ready three months after the 2D version.

**how much?**

Grand Total: \$121K (includes \$85K for part 1-A)

**- development expense:**

Total \$30K - Graphic artist: \$5K, Tech support/rendering: \$5K, student assistants (2): \$5K, Project Management: \$6K, NDSU F&A: \$9K

Note: this assumes the 2D version has been completed as described above.

**- equipment expense:**

Total \$6K - \$3K - NVIDIA 3D Vision 2 Wireless Glasses (\$150/each): 10 pairs plus 10 spares; \$1K - ViewSonic PJD6221 DLP Projector; \$0.5K - DA-LITE 60-Inch Deluxe Insta-Theater Projection Screen; \$1.5K - suitable Dell computer with memory upgrade, video card, monitor etc.

**Phase 1-C: Interactive game on a touch-enabled kiosk**

This is a next generation On-a-Slant game, on a kiosk, with a) navigation through the village, and b) interactive avatars showing household artifacts in action (cooking, building lodges, gardening)

One kiosk will be available for the development team, while the interpretive center can deploy as many kiosks as they see fit, with the ability to deploy more kiosks if demand is high. Also, a subcontract to North Dakota State University will be needed; they will be responsible for exhibit design and content formation as well as the necessary usability studies and human subject testing.

**how long?**

The first version would be ready in a year. It would include the upgraded 'look' of Blender rendering at the village center and a touch screen interface; but no river, no bull boat, no garden and minimal interactive avatars.

At the end of the second year, the river, the bull boat, the garden, and interactive avatars would be implemented.

**how much?**

Grand Total: TBD (\$585K + Kiosk costs)

**- development expense:**

Total \$585K: \$240K for 2 software developers for two years; \$200K for 2 graphic artists for two years; student assistants (2): \$60K for two years; Project Mgmt: \$60K, NDSU F&A: \$25K

**- equipment expense:**

<http://www.kiosksinc.com/touch-screen-kiosks> (ph. 800.600.6829)

- Cost dependent on the number of kiosks the interpretive center desires. One would be for development, the rest for deployment.

Computer hardware and extra rendering expenses: \$8K

**Phase 1-D: Fully immersive Virtual Reality experience**

This is the next generation On-a-Slant game, in a 20x20 ft. Virtual Reality (VR) room with Oculus Rift headsets for 10 simultaneous participants with a) navigation through the village; b) interactive avatars showing household artifacts in action; and c) avatars dancing authentic dances

**how long?**

A Beta version (with no dancers) would be ready in a year, a releasable version would take another year: at least two years before this could be released to the public.

**how much?**

Grand Total: \$1.5M

**- development expense:**

Total \$800K: \$360K for 3 software developers for two years; \$200K for 2 graphic artists for two years; student assistants (2): \$60K for two years; Project Mgmt: \$120K, NDSU F&A: \$60K

**- equipment expense:**

Total \$9K: Oculus Rift DK2 (10): \$4K; PrioVR Pro (10): \$5K  
<http://www.priovr.com/>;

NOTE: The Oculus Rift is actually not meant for consumers at this time; PrioVR Pro (10): \$4290 for full body tracking. This is technically in pre-order. Not possible to purchase yet. Cyberith Virtualizer (10): <http://cyberith.com/product/>

## Exhibit 2 – The Role of Dance in MHA Nation

This exhibit will demonstrate dances performed by members of the Three Affiliated Tribes and how those dances are integral to MHA culture. Advanced interactive options include the ability for visitors to perform the dances.

### Phase 2-A: Virtual Dancers

Virtual Reality pow-wow dancers would require at least two Kinects (hardware) and some MoCap (motion capture) software, and a fairly nice computer, along with the dancers. The main expense is artist and technician time, either developing or capturing 3D models of the individuals (and presumably skilled dancers, who would expect to be paid).

#### how long?

The first version would be ready in a year

#### how much?

Grand Total: \$2M (plus equipment)

#### - *development expense:*

Total \$2M: \$720K for 6 software developers for two years; \$800K for 8 graphic artists for two years; student assistants (4): \$120K for two years; Project Mgmt: \$240K, NDSU F&A: \$120K

Note: this could be an open-ended project.

#### - *equipment expense:*

Total \$3K - Kinect 2 (2): \$500, iPi Software Basic (2 years): \$1K, Computer: \$1.5K - suitable Dell computer with memory upgrade, video card, monitor etc.

### Phase 2-B: Interactive Dance

In this phase, visitors would be able to mimic the moves of virtual dancers created in Phase 2-A. Each area would require a Kinect and a computer with enough power to perform the interactive portions. A game interface similar to Dance Central would need to be developed. Research would also need to be performed to determine if the intricate moves



performed by native pow-wow dancers would be visible to the Kinect sensor.

**how long?**

The first version of 2-B would be ready one year after 2-A

**how much?**

Grand Total: \$2M (plus equipment)

**- development expense:**

Total \$2M: \$720K for 6 software developers for two years; \$800K for 8 graphic artists for two years; student assistants (4): \$120K for two years; Project Mgmt: \$240K, NDSU F&A: \$120K

Note: this could be an open-ended project.

**- equipment expense:**

Total \$3K - Kinect 2 (1): \$250, Computer: \$1.5K - suitable Dell computer with memory upgrade, video card, monitor etc.

## Exhibit 3 – Effects of the Garrison Dam

This exhibit will focus on the effects of the Garrison Dam and the creation of Lake Sakakawea on tribal sites.

The underlying idea is to use table-top touch screen displays to represent the Missouri River with a) sites/locations of ancient villages before Lewis/Clark; b) after Reunion Bay (meeting Lewis/Clark); c) before Garrison Dam; and d) after Garrison Dam

The Ideum tabletop computer with a capacitive touchscreen is described as "custom designed for public spaces".

<http://ideum.com/touch-tables/platform>

### Phase 3-A: basic interactive table-top displays

The basic version would be a series of curated webpages. As you go forward in time, you can see various sites appear and disappear, and you could visit the various stages of the river basin, seeing how it looks before and after the dam was built.

Note: this would require some fairly extensive cooperation from the MHA Nation and US government agencies to get the necessary photos and artifacts.

#### how long?

The first version would be ready in 6 months.

#### how much?

Grand Total: \$162K

##### - *development expense:*

Total \$102K: \$30K software/web developer; \$30K graphic artist; student assistants (2): \$20K, Project Mgmt: \$12K, NDSU F&A: \$10K

Note: this project requires NDSU participation for exhibit design and content formation as well as the necessary usability studies and human subject testing.

##### - *equipment expense:*

Total \$60K: 4 units of Ideum Platform 46 at \$15K/each (1 for the development team, 3 for the display area).

### **Phase 3-B: advanced interactive table-top displays**

This would be a full bore 3D simulation with the ability to control space and time. As you go forward in time, you can see various sites appear and disappear, and you fly around the river basin, seeing how it looks before and after the dam was built.

Note: this option would also require some fairly extensive cooperation from the MHA Nation and US government agencies to get the necessary artifacts, images, and terrain data.

#### **how long?**

This version will take well over a year to build.

#### **how much?**

Grand Total: \$585K (In addition to the \$162K for 3-A)

#### ***- development expense:***

Total \$485K: \$240K for 2 software developers for two years; \$100K for graphic artists for two years; student assistants (2): \$60K for two years; Project Mgmt: \$60K, NDSU F&A: \$25K

#### ***- equipment expense:***

Total \$100K: 4 units of Ideum Platform 55 at \$25K/each (1 for the development team, 3 for the display area).

## Exhibit 4 - Current Heritage Exploration

This would be a set of visualizations that could be shown on a number of viewing formats: e.g., kiosk, large screens, theater room, or made available via internet for use on personal computers. These videos will provide a record of a range of important sites as they exist now, before further weathering and damage occur, that can be used by future generations to understand and remember their heritage. Furthermore, through these videos, people will be able to see a broad range of MHA heritage sites as they exist in 2015, without having to physically visit each of them.

Video footage will be captured in two ways.

Using a terrestrial laser scanner (TLS), also known as ground-based lidar (Light detection and ranging). A TLS device is a scanner on a tripod set up at a site of interest, and the scanner takes a 360° image. Through post-processing, the raw data of that image is converted to a 3D, color, panoramic view of the location, with a set fly-through video, with narration, to highlight the site.

Using a remotely controlled drone (RCD), overhead video and pictures of sites of interest can be made that will be used in conjunction with audio to explain what is being seen. The drone is a small copter equipped with a video camera, and the flight path is remotely controlled to collect the images desired (for example, sweeping in from a distance, to directly overhead, to surrounding landscape, to zooming in).

These two sets of data can be used conjointly if desired. That is, RCD aerial image, covering the landscape and then the specific site, transitioning to the TLS detailed 3D images of the site on the ground. These videos and photos can also be integrated with historical and modern photos to enhance the visual experience. Multiple site types can be covered with one or both of these methods. Some examples include:

**RCD film of area of Lake Sakakawea where Like-a-Fishhook/Fort Berthold existed prior to the flooding.** The drone can be flown out over the site (as well as it can be determined) showing how far the site was from the existing shoreline, and the modern features of the landscape.

**RCD and TLS of On-a-Slant Village site.** RCD will produce an aerial video of the village area, with its existing

earthlodge recreations, and also showing the site in relation to the larger landscape. TLS scanning can be integrated with the aerial images to show a detailed scan of one or more of the recreated lodges, inside and out. In addition, these images can be linked to the virtual reality simulation of the entire village created through computer generated graphics (CGI) discussed above under items 1 and 3.

**RCD and TLS of other earthlodge sites, as desired.**

These would consist of aerial videos and, where appropriate, TLS-based 3D image of the ground surface to show the places where lodges or other features existed. Each video would have accompanying narration and/or music, as desired. These sites could include one or more of the following 8 sites: Menoken, Huff, Chief Looking, Double Ditch, Fort Clark, the three Knife River villages.

**RCD and/or TLS of other heritage sites, as determined by the MHA Nation.** For example, a site near Tioga, ND that Elgin Crowsbreast and Kade Ferris have suggested may be associated with the Mandan/Hidatsa *Painted Red Stick/Imitating Buffalo* ceremony. This site and surrounding landscape can be recorded from above, with in and out zooms. We may also be able to record the site in 3D detail on the ground using TLS, depending on the nature of the vegetation and access to the site. Whatever narration or explanation of the sites desired by the MHA Nation can be provided. It is important to note that if the MHA wishes not to make images of this or other sites publically accessible, or accessible only to members of MHA, that is, of course, an option. Having the sites recorded for archiving purposes might still be desirable.

**how long?**

The scanning and aerial filming should take place in the spring and early summer when vegetation is not as likely to obscure the view of the ground surface. The remainder of the summer and into the fall will be used for post processing, providing dialog and/or text to be used in association with the images, and video editing. The completion date will depend on which and how many sites are recorded, the size and condition of each site, and the specific types and number of presentations selected. Initial videos can be produced within 3 months of filming or scanning,



with multiple items produced by the end of 2015.

### **how much?**

Exhibit 4 proposal discusses 11 sites. The production costs per site would vary somewhat based on the work done. All sites would have RCD videos, and some (roughly half) would also have TLS 3D modeling. All sites would have descriptive text/narration, which would be written in conjunction with MHA Nation advisory oversight (no salaries for MHA associates are included here), as well as additional content where available (e.g., photograph copies, research bibliographies (for archiving purposes), maps, input from tribe members). On average, the cost would be \$15,000 per site, with a minimum package of three sites. There is an economy of scale, so that the more sites done the lower the costs (fewer field trips, doubling up on research for textual content, processing more than one site at a time, etc.). Consequently, we would do a total package of all 11 sites for \$145K. Or, we can break it down by sets of individual sites, with a fee based on the specific site and material to be produced.

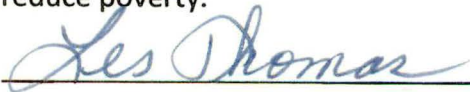
Display and presentation costs for showing the content are not included in this production estimate.

## Testimony for Senate Bill 2243

1. Information on Native culture is one of the key factors to a better understanding of Native American Indian Tribes of North Dakota.
2. Moving in a positive direction to enhance amenities in Indian Country can provide a vehicle to provide jobs.
3. Reduce poverty on Reservation by creating jobs. \_\_\_ out of \_\_\_ jobs are tourism related.
4. Hub would be United Tribes Technical College and The North Dakota Heritage Center.
5. Tour would include the 5 reservations of North Dakota.
6. Get the world tourist to visit N.D and the reservations to get a firsthand experience of the culture and events and amenities.
7. Win-win for the State of North Dakota and the 5 reservations.
8. Develop one website at UTTC that covers all tribes in N.D.
9. Working with N.D. Tourism Department and link our websites.
10. 3<sup>rd</sup> Largest industry in N. D. behind agriculture and oil industry.
11. This partnership would be another prime example of the state of N.D. working with Indian Country to show to the nation.
12. Revenue generated from Native American Indian Tourism for Bismarck and the state of N.D. is in the millions from UTTC Pow-Wow and tribal events throughout the state.
13. Revenue from Casino compacts to the state of N.D. is in the millions.
14. Revenue from Oil Tax on reservation drilling, mainly Three Affiliated Tribes, is way in the millions yearly.
15. Other sources.

Studies have shown that the world traveler wants to visit National Parks, State Parks, and then Native American Indian Country.

The plan is about partnerships and alliances, with a hand up, with monetary appropriations from the great state of N.D. legislative body, the Tribes could enhance and improve their tourism amenities to attract the world, national, and state tourist. This in turn would help to create more jobs and reduce poverty in Indian country in the state of N.D. Look at what the reservation colleges and the state partnership of job training has done to produce jobs and reduce poverty.



Les Thomas, Turtle Mountain Tourism Association, Vice-Chairman



Date

**TURTLE MOUNTAIN COMMUNITY COLLEGE****Dr. Jim Davis, President**

=====

Date: January 27, 2015

To: Whom it May Concern

From: Dr. Jim Davis, President, Turtle Mountain Community College, Belcourt, ND

Re: North Dakota Senate Bill No. 2243, Tribal Tourism

This is in support of the North Dakota Senate Bill No. 2243, a Bill for an Act relating to a department of commerce North Dakota tribal tourism alliance program, and to provide an appropriation.

Tourism in North Dakota is the third largest economic sector only after agriculture and energy. Basically, tourism on and near Indian reservations has been a secondary thought and needs to get the recognition it deserves to attract tourists to our state and tribal communities. I understand that tourism in our part of the state has the potential to be a huge attraction by the fact that we are near the U.S. – Canadian border; that we have a population that is unique and different from mainstream ND; and that we have events and activities that would entice visitors to come to ND if these events were better promoted and advertised. We have para-mutual horse racing, rodeos, numerous lakes for fishing and recreation, hunting, cross country snowmobiling trails, snowmobile racing, down-hill skiing, Turtle Mountain Community College, the Anishinabe Cultural Center, traditional pow wows, traditional Native arts and crafts outlets, golf courses, the Sky Dancer Casino and Hotel, and much more.

For those reasons and more, not discounting the opportunities for employment, I would encourage the ND Legislator to strongly consider appropriating some funds to support the enhancement of tourism on and near our five Tribal Nation reservations in North Dakota. With a concerted and organized plan of action (marketing, advertising, promotion, collaborations, partnerships) to affect and impact this sector of the economy within our state, I am certain we'll see the benefits as well as see a very good return on our investment.

With a depressed economy as we have on and near our ND reservations and as a spin-off to tourism, tourism could help to increase job opportunities, increase awareness of the plight of Native Americans, help bring business and industry to our communities, and assist in increasing our potential of bringing big business to the area and creating jobs. So, I support Senate Bill 2243. Please give it a due pass vote.



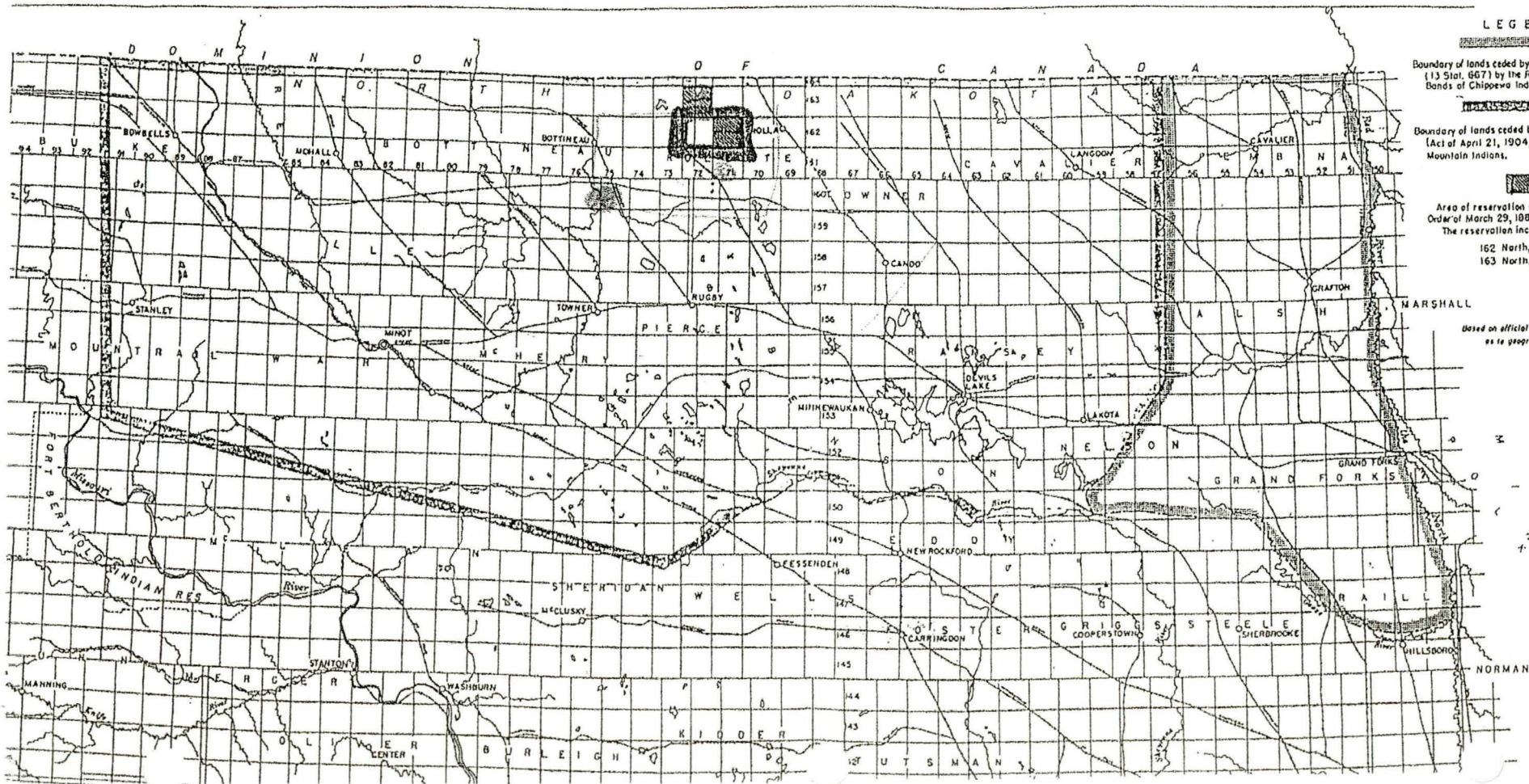
LEGEND

Boundary of lands ceded by Treaty of October 2, 1863  
(13 Stat. 667) by the Red Lake and Pembina  
Bands of Chippewa Indians.

Boundary of lands ceded by agreement of October 7  
(Act of April 21, 1904, 33 Stat. 194) by the T.  
Mountain Indians.

Area of reservation established by Executive  
Order of March 29, 1884 (11 Comp. 885)  
The reservation includes the  
162 North, Range 71 West  
163 North, Range 72 West

Based on official map from the Interior Dept.  
as to geographical data.







Community Services | Economic Development & Finance | Tourism | Workforce Development

Dear Turtle Mountain Tourism Association,

Thank you for the opportunity to come and speak to your group this summer. North Dakota tourism is our state's third largest industry at \$5 billion and we're excited that you are a part of it. Below are a few of the items we discussed this summer. I hope that you find the information useful as you work in developing your future plans for the area.

Tourism Highlights:

- Tourism boasts over 38,056 hospitality jobs in North Dakota
  - 11% of all private sector jobs are tourism related
  - \$585 million in total payroll
- NDtourism.com has seen an 11 % increase in unique website visits
  - More than 78,000 referrals to tourism attractions have been made from NDtourism.com
- Tourism offers a variety of cooperative marketing programs.
  - The ND Brochure Rack program which features more than 100 partners in rest areas statewide.
  - Many other cooperative programs are available through cooperative marketing/advertising options provided by ND Tourism.
  - The International Program offers cooperative marketing as well, including: The Real America Guide, BrandUSA programs, Tour Operator programs and specific magazines.
    - North Dakota has taken major steps this year by joining the Real America states of Wyoming, South Dakota and Montana in marketing to the traditional markets of the United Kingdom, Germany, France, Italy and the BENELUX region. This puts North Dakota in front of 7 million + more people that travel to the U.S. annually.
    - International travelers support over 1.2 million jobs and \$28.5 billion in wages in the U.S. in 2012. Each overseas traveler spends roughly \$4,300 and stays on average 17 nights. While they only account for about 45% of international travelers they account for 78% of total international travel receipts.
- Traveler growth in North Dakota increased to 17.2 Million. Sixty percent of visitors are first time visitors.
  - For every \$1 investment in tourism marketing, North Dakota receives \$119 in visitor spending.
  - Traveler spending grew to \$3 billion, generating \$310 million in state and local revenue with \$1.8 million in state sales tax revenues.
  - The income generated by tourism saves each household \$943 in taxes.

Thank you again for the opportunity and I look forward to connecting with your group again in the future.

Sincerely,

Fred Walker  
International Marketing Manager  
ND Department of Commerce  
Tourism Division

4

*"We lead North Dakota's efforts to attract, retain and expand wealth."*

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Fax: 701-328-5320 • ND Relay TTY: 1-800-366-6888 • Voice: 1-800-366-6889 • **NDCommerce.com**



Community Services   Economic Development & Finance   Tourism   Workforce Development

November 18, 2014

The Honorable Thomas J. Vilsack  
Secretary, United States Department of Agriculture  
1400 Independence Ave, SW  
Washington, DC 20250-0002

Dear Secretary Vilsack,

North Dakota Tourism would like to offer support to the Tribal Promise Zone designation for Turtle Mountain Band of Chippewa in conjunction with the Spirit Lake Tribe. The prosperity of the people living in these communities is of great importance to us.

Tourism in and around the Turtle Mountains and Devils Lake Basin has been a great driving force behind the economies of the region and should continue to be a large part of the growth for the near future. In North Dakota, tourism is our state's third largest industry with visitors spending \$5 billion. We're excited that the Turtle Mountain Band of Chippewa and Spirit Lake are a part of it. Growing the wealth of our communities by bringing in guests from around the world is what we do at ND Tourism. The Promise Zone Program designation can work to strengthen these areas that are important to our tourism infrastructure to keep us growing.

We look forward to working with you to continue grow tourism and the economies in these prime tourism regions of North Dakota.

Sincerely,

A handwritten signature in black ink that reads "Sara Otte Coleman". The signature is fluid and cursive.

Sara Otte Coleman  
Director, Tourism Division  
North Dakota Department of Commerce

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#3

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Options ? Sign out

**Mail**

Calendar

Contacts

Deleted Items (1)

Drafts [6]

Inbox (20)

Junk E-Mail

Sent Items

Click to view all folders

Manage Folders...

Reply Reply All Forward X Junk Close

**Request from a contact in Europe**  
Walker, Fred R. [fwalker@nd.gov]

**Sent:** Tuesday, December 30, 2014 9:39 AM

Was asked directly by one of my contacts "what days are best for our clients to come to ND?" Which days do you need more visitors vs. days where you are at capacity.

Do you know? Please let me know and I will share with him!

**FRED WALKER**  
International Marketing Manager / Tourism  
North Dakota Department of Commerce

1600 E. Century Avenue, Suite 2, P.O. Box 2057 / Bismarck, ND 58502-2057  
p: 701-328-3502 / [fwalker@nd.gov](mailto:fwalker@nd.gov)  
[www.NDtourism.com](http://www.NDtourism.com)

*North Dakota*  
LEGENDARY



# TURTLE MOUNTAIN BAND OF CHIPPEWA

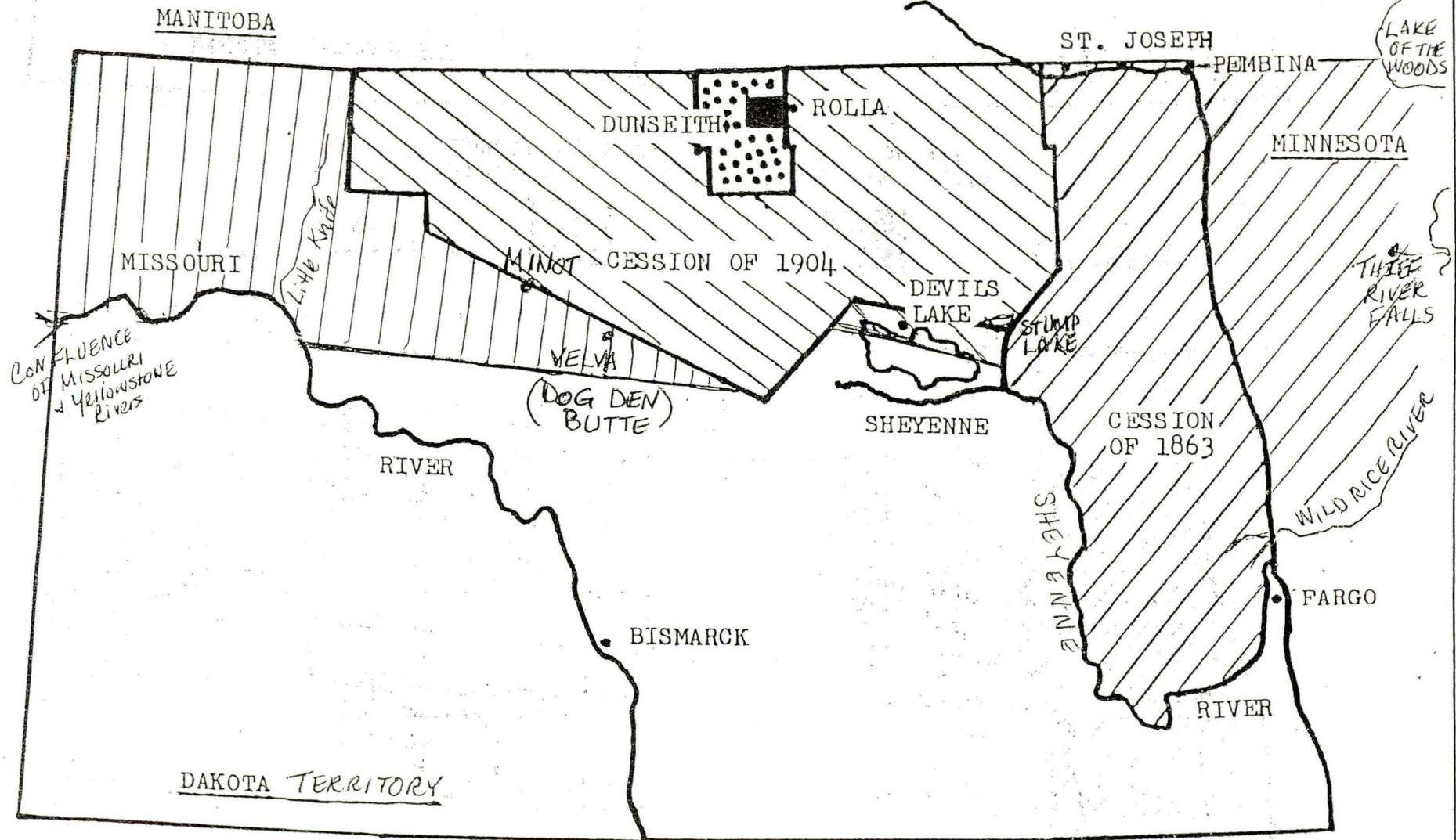


BELCOURT, NORTH DAKOTA

701.477.2600

[tmbci.org](http://tmbci.org)

# Chippewa Land Cessions



TURTLE MOUNTAIN  
RESERVATION, 1882

TURTLE MOUNTAIN  
RESERVATION, 1884

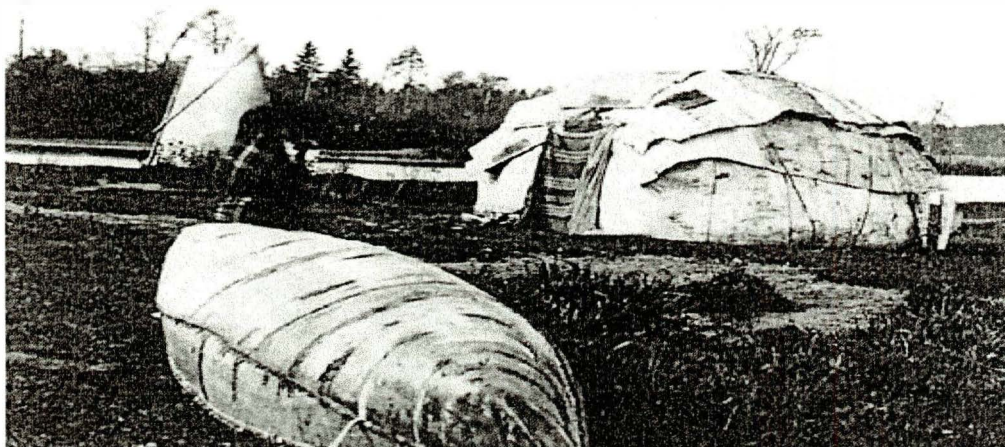
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## History of the Turtle Mountain Chippewa

By Elma D. Wilkie, Pembina Ojibwe Elder and former TMCC Faculty



The ancestors of the Chippewa (Anishinabe) were part of the woodland people living around the Great Lakes area in Michigan, Wisconsin, Minnesota, and parts of Canada. They were quiet, dignified, patient, self-controlled, industrious, and independent. Their speech was clean and dignified. There are no swear words in the Anishinabe language. They loved their children dearly and respected and honored their elders. They were deeply spiritual and prayed constantly for guidance and wisdom. They adapted and learned to live in harmony with the cycles of the four seasons. They lived according to the Seven Teachings of the Grandfathers, which are:



## **The Seven Teachings of the Anishinabe**

### **"Seven Gifts from Seven Grandfathers"**

To cherish knowledge is to know wisdom *Nbwaakaawin*

To know love is to know peace *Zaagidwin*

To honor all creation is to have respect *Mnaadendmowin*

Bravery is to face the foe with integrity *Aakdehewin*

Honesty in facing a situation is to be honorable *Gwekwaadizinwin*

Humility is to know yourself as a sacred part of creation *Dbaadendizin*

Truth is to know all these things *Debwewin*

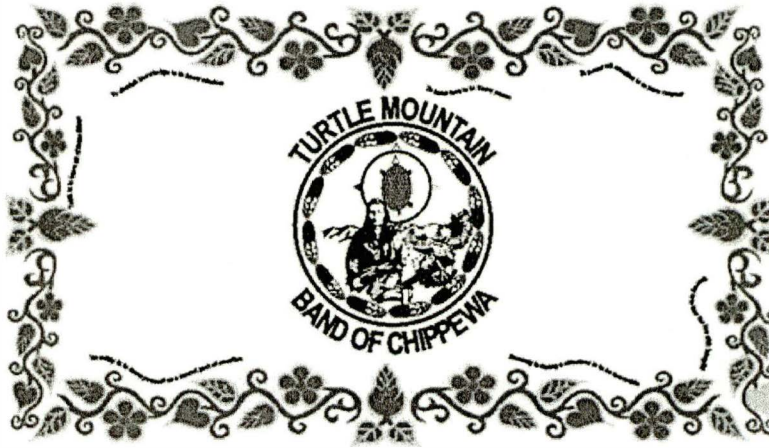
Each person must find the delicate balance that lies in living in harmony with all of creation. The teachings are the basis for learning how to live in harmony with all of creation.



The first contact with Europeans was in 1538 when Jacques Cartier from France became stranded when his ship was caught in the ice on the St. Lawrence Seaway. His men were sick and starving that winter; they were given food and medicine by the Anishinabe. They returned to France and soon after hundreds of traders and missionaries came to live among the Anishinabe. With the influx of immigrants the European vices of greed, hypocrisy, racial and religious bigotry corrupted the Indian value system. By the early 1800's the Pembina band of Ojibwe entered the Red River Valley region and beyond to hunt the buffalo. The Pembina Ojibwe had to move onto the western plains because of the wanton slaughter of all the fur bearing animals by the fur trading companies out east.

The natural terrain of the Turtle Mountains allowed the Ojibway to hunt and trap animals for survival. When the Europeans arrived onto the scene, the commercialization of this way of life created a change in the livelihood of the Ojibway and caused the extinction of certain fur bearing animals. The Frenchman of the Northwest Fur Trade Company and the English of the Hudson Bay Company soon took Ojibway wives as the fur trade business began to flourish. These unions created a culture and blended language of Ojibway, Cree, and an archaic French dialect that was known in the old days as "Cree" and what some called "Michif". Across the Canadian border mixed blooded people are known as Metis and have no treaty rights to land here in the U.S. except in the 1863 treaty in which they could take homesteads on public lands. At the Turtle Mountain Chippewa reservation the majority of the population is a mixture of Ojibway and French blood.

## Turtle Mountain Band of Chippewa Treaties



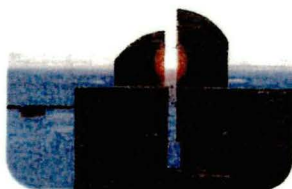
The Turtle Mountain Pembina Band of Chippewa was involved with three treaties. The first, which was the "*Sweet Corn Treaty*" with Chief Wanatan of the Dakota nation at Prairie du Chien on the borders of Minnesota and Wisconsin. The Dakotas gave hunting rights to the Pembina Ojibwe to approximately 10 million acres in what is now present day North Dakota as their buffalo hunting grounds. The Pembina Ojibwe people became known as part of the Plains Ojibway. They learned to ride horses, hunt the buffalo, and made their homes out of buffalo hides. In return the Ojibwe helped to establish fur trading posts in the area.

The second treaty is known as the "*Old Crossing Treaty*" in Minnesota was negotiated in 1863 and ratified in 1864. European settlers demanded that the U.S. government remove the Turtle Mountain Pembina Chippewa and Michif further west of the Red River Valley. The Pembina Band of Ojibwe was threatened with military intervention if they

did not negotiate with U.S. Treaty Commissioner Alexander Ramsey to cede their lands thirty miles along on each side of the Red River of the North for about nine cents an acre as it turns out.

The third treaty is known as the "*McCumber Agreement*" or has commonly been called by the people the "*Ten Cent Treaty*". The Turtle Mountain Pembina Ojibwe was once again coerced by threats this time by the McCumber Commission to give up their claim to ten million acres for one million dollars. The McCumber Agreement of October, 1892 was negotiated without the consent of Chief Little Shell and his Grand Council, but was nevertheless ratified by Congress in 1904 after his death. *Article III of the McCumber Agreement establishes right to "the land, woods, and waters above reserved for the Turtle Mt. Band of Chippewa Indians, subject to the stipulations contained in Article 2 of this treaty and agreement, shall be held as the common property of the Turtle Mt. Band of Chippewa Indians..."* The final treaty payment was not distributed to the people till almost one hundred years later in 1988. President Chester C. Arthur issued an executive order in 1882 that officially established the Turtle Mountain Band of Chippewa Indian Reservation. The Pembina Ojibwe retained a 24 by 32 mile reservation of their former lands located in north central North Dakota, near the geographical center of North America and less than ten miles from the Canadian border. The reservation was reduced two years later to (the current) 6 by 12 miles based on an inaccurate census of the band that did not include the rightful land owning American Pembina Ojibwe mixed bloods.





The partnership between Rolette County, Bottineau County, Turtle Mountain Tourism Association, and the Turtle Mountain Band of Chippewa will enhance tourism and create jobs. One of the main objectives is to create jobs and promote the Turtle Mountain area to the world market. The Turtle Mountain area has unique qualities and a diverse spectrum of cultures with interesting history and beauty. (See websites)



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[www.peacegarden.com](http://www.peacegarden.com)  
[www.rugbynorthdakota.com](http://www.rugbynorthdakota.com)  
[www.keya@utma.com](mailto:www.keya@utma.com)  
[www.tribalartsshop.com](http://www.tribalartsshop.com)  
[www.stjohn.nd.utma.com](http://www.stjohn.nd.utma.com)  
[www.bottineau.com](http://www.bottineau.com)

**TM Tourism Association**

Contact: Les Thomas, Vice Chair @ 701.278.1167



### *Turtle Mountain Scenic Byways*



### Phone Contact & Website:

701.477.2600 - [tmbci.org](http://tmbci.org)

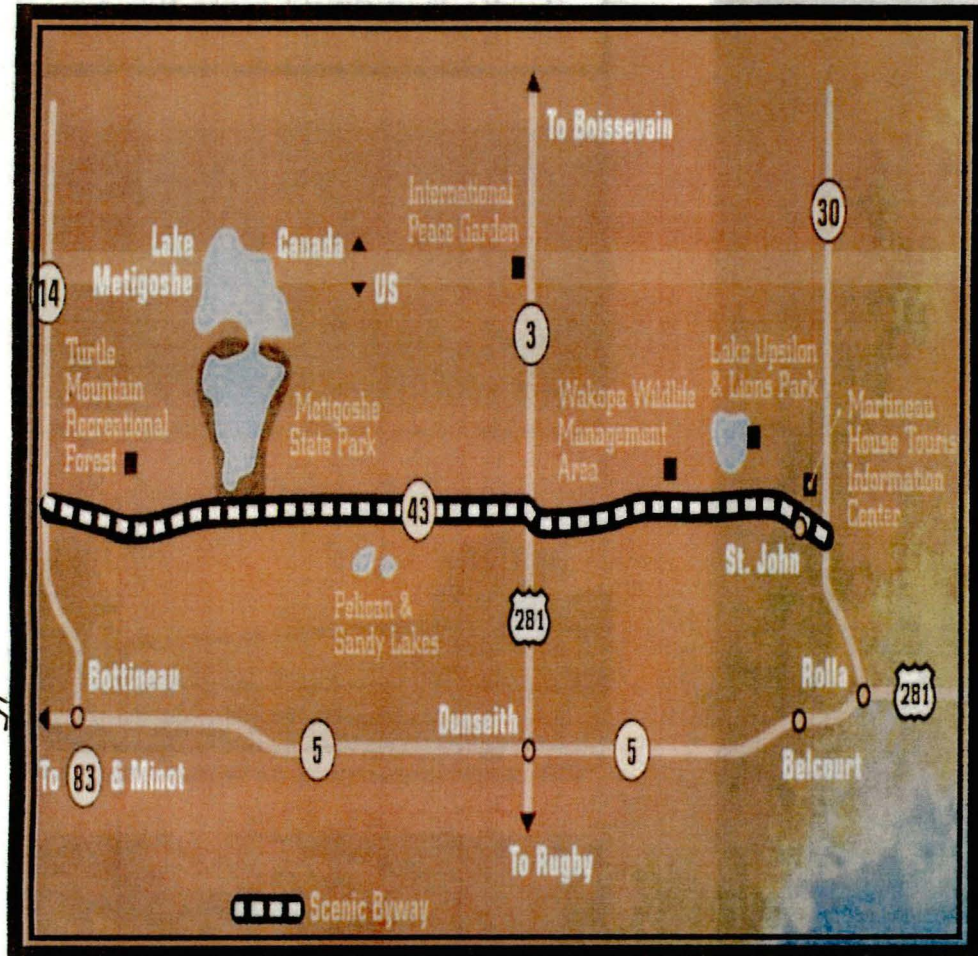
701.228.3849 - [turtlemountains.org](http://turtlemountains.org)

701.244.2400 - Leah McCloud,

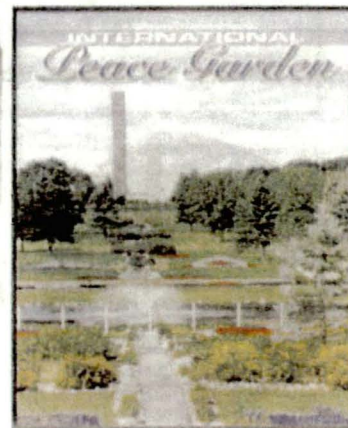
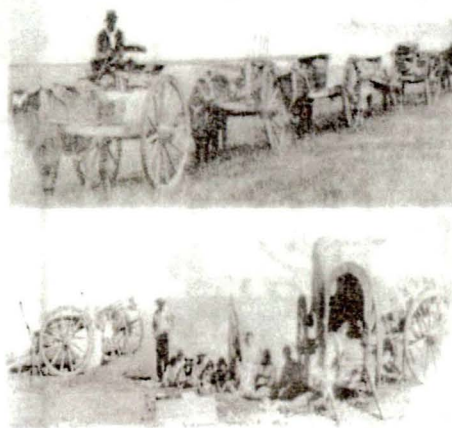
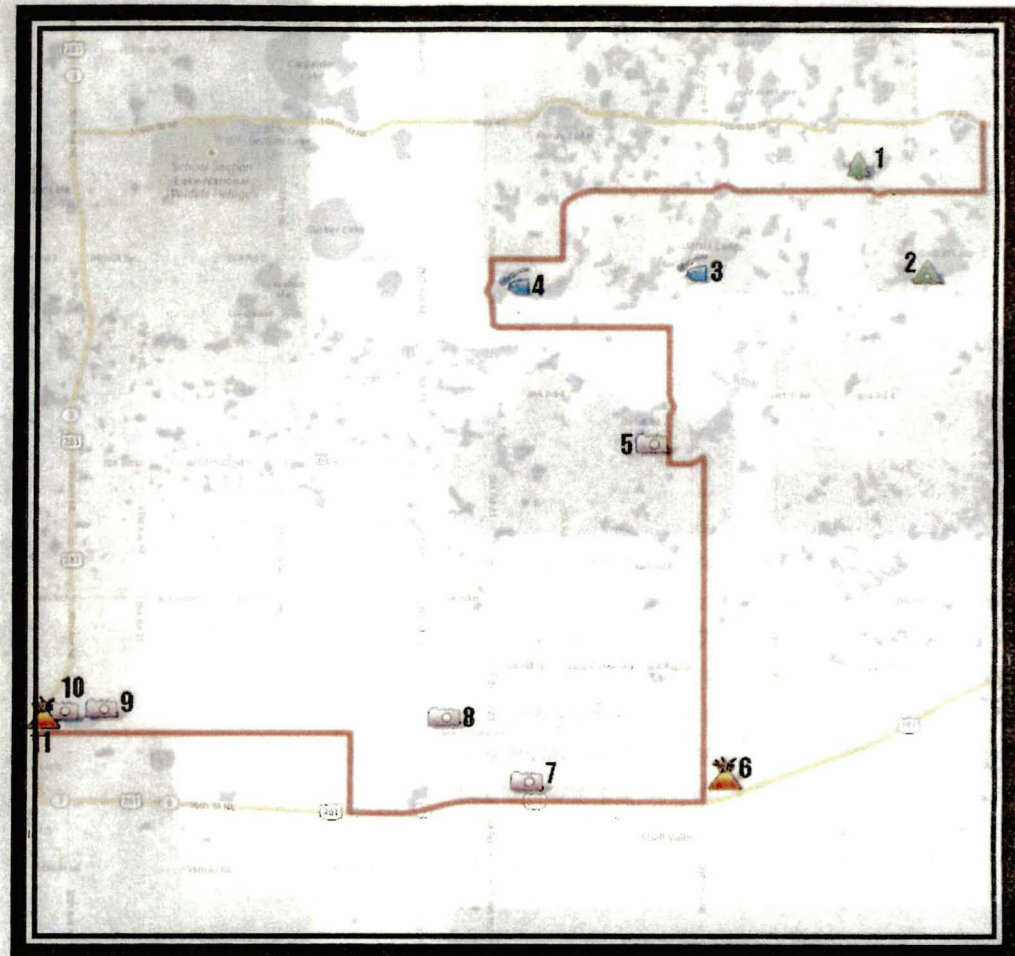
*Tourism Director*



## Turtle Mountain Scenic Byway



## Turtle Mountain Chippewa Scenic Byway





## 2015 Powwows \*\*

UNDIA Powwow, Grand Forks

Four Bears Community Powwow, New Town, May

Flag Day Celebration Wacipi, Cannon Ball, June 12-14

Paha Yamini Wacipi, Shield, June 19-21

Arikara Celebration, White Shield, July 10-12

Mandaree Celebration, Mandaree, July 17-19

Long Soldier Wacipi, Fort Yates, July 31-August 1

Little Shell Powwow, New Town, August 7-9

United Tribes International Powwow, Bismarck,

September 10-13

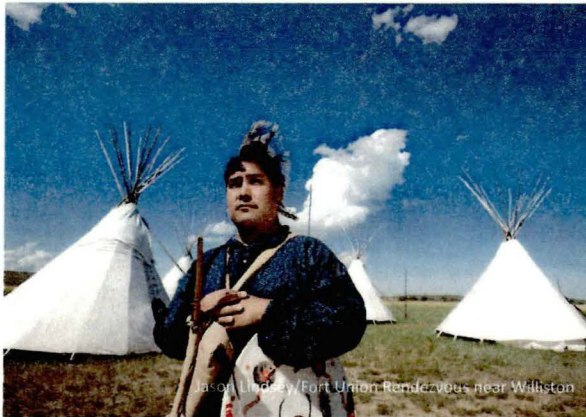
## United Tribes Technical College Powwow

Bismarck, September 10-13

This powwow held annually in the Lone Star Arena at United Tribes Technical College has become one of the premier cultural events of North Dakota and has received numerous awards over the years. With representation by more than 70 tribes, 1,500 dancers and drummers and 20,000 spectators, the powwow has become a must-see event!

[www.unitedtribespowwow.com/](http://www.unitedtribespowwow.com/)

\*\*Some Powwow dates are tentative. Please go to [NDtourism.com](http://NDtourism.com) for updated information on powwows and other cultural events.



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[www.NDtourism.com](http://www.NDtourism.com)

## History of the Wacipi/Powwow

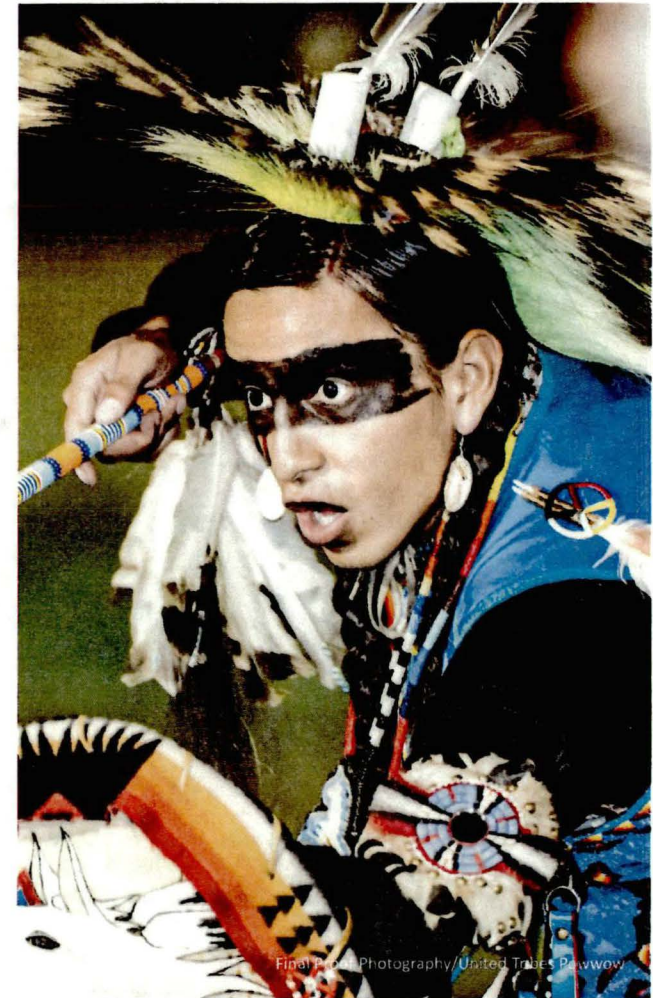
The wacipi (or powwow) has evolved from the reservation days to include new art and designs constantly appearing and changing from year to year. The dance styles, dress and music you will see at wacipi celebrations showcase colorful, elaborate featherwork and intricate beadwork that go with many different dance steps and dance styles. Dancers include young children, teenagers, young men and young ladies, all the way up to older men and women.

During the summer months, the wacipi celebration is usually held outdoors with a shade or cover area where the audience and dancers sit while the center area space is reserved for dancing. Dances are either for men or women, and competitions are divided into age groups. Dancers move in a clockwise direction when they are in the arena, representing the circle of unity and the never-ending cycle of life. Singers are usually under or adjacent to the shade or covered area between the audience and the dance area. Wacipi singers are a very important part of the wacipi. Without the singers and the rhythm of the drum beat, there would be no dance. They sing many types of songs: honor and family, war and conquest, songs of joy, encouragement, humor and mourning.



Heather LeMoine/Earthlodge Village near New Town

## Native American People of North Dakota



Visitors are invited to explore our reservations and discover the pageantry and beauty of Native American culture



## The Indian People of North Dakota

They are the Mandan, Hidatsa, Arikara, the Yanktonai, Sisseton, Wahpeton, Hunkpapa and other Dakotah/Lakotah (commonly known as the Sioux) Tribes, along with the Pembina Chippewa, Cree and Métis.

Though individual tribes have distinct and different origins, histories and languages, Plains Indians are united by core beliefs and values that emanate from respect for the earth and an understanding of humankind's relationship with nature.

Visitors are welcome to explore the reservations and discover the beauty of Indian culture.

## First People of the Plains

The native people of North Dakota invite you to "Indian Country." When Meriwether Lewis and William Clark set out to explore the Louisiana Purchase west of the Mississippi River, they found it occupied by Native people who had developed extensive trade networks from the Northwest Coast to Mexico and into what is now Canada. Walk in the footsteps of some of the legends of American History, like Sakakawea and Sitting Bull, and take in the beauty of their homelands. Just as the name "Dakota" means "friend or ally" in the Lakota language, the hand of friendship and hospitality is extended to you as you journey here.

## Mandan, Hidatsa and Arikara Nations

### *Story of the People*

The Mandan and Hidatsa, and later Arikara tribes, lived peaceful lives in earthlodges along the Knife and Missouri rivers. By 1862, diseases like smallpox wiped out entire villages, forcing survivors to band with other groups. The three tribes came together in Like-a-Fish-hook Village, but maintained tribal identity. The Fort Laramie Treaty established the Fort Berthold Indian Reservation in 1851. The reservation's 12 million acres stretched from the Missouri to beyond the Yellowstone River in Montana.

### *The Reservation Today*

The Fort Berthold Reservation straddles the north and south shores of Lake Sakakawea, which is named after the Indian woman who guided Lewis and Clark. Communities on the 980,000-acre reservation include Twin

Buttes, White Shield, Mandaree, New Town and Parshall. There are about 10,400 members enrolled with the Three Affiliated Tribes. Cattle ranching and farming are important to the economy. 4-Bears Casino and Lodge employs about 400 people.

[www.mhanation.com](http://www.mhanation.com)

## Standing Rock Nation

### *Story of the People*

The Standing Rock Nation is part of the Lakota/Dakotah/Nakotah nation that once controlled a vast area from the James River in North and South Dakota to the Big Horn Mountains of Wyoming. When gold was discovered in 1889, Congress claimed the Black Hills and the vast country occupied by the Teton Lakota people. The area was broken into six smaller reservations, including the Standing Rock Reservation, home of the Yanktonai and Hunkpapa bands of Teton Lakota, as well as other Teton Lakota nations.

### *The Reservation Today*

The 2.3 million-acre reservation bordered by Lake Oahe on the east covers all of Sioux County in North Dakota and Corson, Campbell, Perkins and Walworth counties in South Dakota. North Dakota communities on the reservation are Cannon Ball, Fort Yates, Porcupine, Solen and Selfridge. There are about 13,900 enrolled members in the Standing Rock Tribe. The Tribe owns two casinos, Prairie Knights in North Dakota and Grand River in South Dakota, employing more than 500 people. Ranching is also an important industry.

[www.standingrocktourism.com](http://www.standingrocktourism.com)

## Spirit Lake Nation

### *Story of the People*

This is one nation with several different language dialects but only slightly differing cultures. The tribe migrated to the Great Plains from near Lake Superior and by the early 1800s dominated the Northern Plains. In 1867, a treaty established about 245,000 acres for the Fort Totten Reservation in Benson, Nelson, Eddy and Ramsey counties.

### *The Reservation Today*

Many Dakota/Lakotah people, including Sisseton, Wahpeton and Yanktonai now live at Fort Totten near the south shore of Devils Lake. There are about 4,900

members enrolled in the Spirit Lake Tribe. The tribe owns two companies, Sioux Manufacturing and Dakota Tribal Industries, each employing about 125 people.

[www.spiritlakenation.com](http://www.spiritlakenation.com)

## Turtle Mountain Band of Chippewa

### *Story of the People*

The Turtle Mountain Reservation is in the wooded, rolling hills of north-central North Dakota. The ancestors of the Turtle Mountain Band of Chippewa migrated from the Great Lakes in the late 1400s. Drawn by the fur trade, they became middlemen serving as trappers, voyagers, guides and caretakers of the land. The Pembina Chippewa developed lasting relationships with the Cree and French. Offspring of Chippewa or Cree Indians and French Canadians are known as Métis. North Dakota's first community, Pembina, was built by the Chippewa and Métis people. The Turtle Mountain Reservation was established in 1882.

### *The Reservation Today*

The reservation is located on 46,000 acres in Rolette County and includes the community of Belcourt. About 13,000 of 29,161 members live on or near the reservation. The tribe operates Turtle Mountain Manufacturing, Uniband Data Processing and the casino, each employing more than 1,000 people.

## Sisseton-Wahpeton Oyate Tribe

### *Story of the People*

The Sisseton and Wahpeton Bands are subdivisions of the eastern or Dakotah Indians. Within the three major divisions of the Dakota/Lakota/Nakota Nation, there are seven major bands, which are referred to as the Seven Council Fires. At the time of initial contact with European traders and missionaries in the mid-1700s, the Sisseton Wahpeton bands resided in villages extending from Manitoba, Canada, south into Minnesota and northern Iowa.

### *The Reservation Today*

The Sisseton-Wahpeton Oyate has an enrollment of approximately 11,300 members. More than 110,000 acres span North and South Dakota, including glacial lakes, coteau hills and several state parks.

[www.oyatetourism.com](http://www.oyatetourism.com)



Department of Commerce Testimony on SB 2243  
Wednesday, January 28, 2015  
Industry, Business & Labor Committee  
Roosevelt Park Room - State Capitol  
Senator Jerry Klein, Chairman

Good Morning Chairman Klein and members of the Senate IB&L Committee. I am Sara Otte Coleman, the Director of the Tourism Division in the North Dakota Department of Commerce, and I appreciate the opportunity to be here today to highlight how we work to increase opportunities for travelers to experience our state's rich Native American culture.

The Legendary brand was founded on research that identified the stories of our historic legends as our unique offering. Theodore Roosevelt, Sakakawea, Lewis and Clark and Sitting Bull are among the cast in showcasing our rich history and culture. We have worked closely over the past 13 years with our partners in tribal tourism to tell this story, build and expand offerings and market these experiences to visitors from across the world.

We have partnered with tribal tourism representatives, Indian Affairs Commission staff and UTTC on a number of projects and initiatives, including:

General Marketing- Group Travel:

- Continue to feature the powwows, attractions, events and tours both on and off the reservations that allow visitors to learn more about the rich Native American history and culture found in North Dakota. These are included on our web sites, in our printed materials, in advertisements, on display booth banners, in digital marketing efforts and media releases to name a few. Our new website features sections and listings for Native American culture. There are currently 34 listings and eight events.
- Media familiarization trips and pitches have resulted in a number of stories printed in US publications, including: AAA Living, Canadian Traveler and Wild West Magazine.
- Continue to sell the experiences to group tours by doing sales trips, calls and attending marketplaces.
- Primary group print ads have featured On-a-Slant Village, and Fort Union. Images have been provided to tour operators for promotion in print and on-line.



- Editorial pitches have been used in Group Travel, Leisure Group Travel, Group Leisure Traveller and Bus Tours Magazines which have highlighted Native American culture.
- We have nominated the United Tribes Powwow to the American Bus Association's "Top 100 Events in North America" numerous times, resulting in them getting this distinction eight times.

### International Marketing

- Brought numerous media officials and group tour planners on familiarization tours to sites both on and off the reservations:
  - Media FAMS - hosted media from UK, Germany, Italy, France, Netherlands, Australia, New Zealand, Norway at United Tribes International Pow Wow 2014.
  - FAMS on all of our reservations in recent years.
- Editorial Coverage:
  - New Town Earthlodge Village 4-6 page story printed in four languages: Norwegian, Swedish, Finnish and Danish in the Discover America Magazine.
  - UTTC Powwow – multi-page stories on the UTETC's Powwow in: Australia, Germany, Sweden, Denmark, Italy, UK, Nordic countries, Netherlands, New Zealand publications and Conde' Nast Traveller.
  - Stories on other native cultural offerings featured in New Zealand, Germany, Italy, UK, Netherlands and Denmark.
- Partnered with Iceland Air and the Fort Abraham Lincoln Foundation to bring four North Dakotans over to Scandinavia to tell of their native culture and share their talents with potential visitors to North Dakota.
- Continue to showcase and sell the many Native American experiences available to visitors from Germany, Norway, Sweden, Iceland, Finland, Denmark, Australia, New Zealand, UK, Italy, France and the Benelux region through paid advertising, attending staff trainings, exhibiting at shows, hosting them in North Dakota and paid placements in product sales catalogs. Created itineraries and sales pieces showing the Native American experiences offered throughout the state.
- Work with the American Indian and Alaska Native Tourism Association in having a broader overseas presence.
- The North Dakota Travel Industry awarded the *2008 International Award – Governor's Awards for Travel and Tourism* to the United Tribes Powwow.

## Product Development

- Attended numerous planning meetings to develop a statewide Native American tourism association to work together in developing consistent visitor experiences and cooperative marketing plans.
- We have funded ten projects through our grants programs. Five of these grants were awarded to marketing a Native American experience and five grants were awarded to help develop attractions to attract more visitors, including:
  - \$23,000 to the Turtle Mountain Tribal Arts Association for a new gallery in the Minot Artspace project
  - \$5,000 to United Tribes Technical College for marketing the International Powwow
  - \$15,750 to Sitting Bull College to build a Tipi Village for the "*Pageant of the Plains*" outdoor production
  - \$24,000 to the Three Affiliated Tribes for renovation of the Tribal Tourism Visitor Center in New Town
  - \$20,660 to the Fort Totten State Historic Site Foundation for restoration and interpretation of three of the fort buildings
- Participated in many meetings to help the local communities understand the potential for tourism growth and assist them in using the many tools we have available to them, such as our free listings, itineraries and package creation, and assistance with digital marketing like web sites and social media.
- Together with the United Tribes Technical College and Standing Rock Tribal Tourism, we are currently participating in a Multi-State Regional Tourism Entrepreneurship Project with the states of South Dakota, Wyoming and Montana to cross-promote heritage tourism and develop entrepreneurship opportunities in the region.

## Lewis and Clark Bicentennial Initiative:

- Worked together in writing copy and designing content for promotional pieces including the Lewis and Clark Trail Guide and Culture and Heritage Guide.
- Partnering with Standing Rock and Three Affiliated Tribes in developing our Lewis & Clark marketing plans. Both had a seat on the Governor's advisory board.
- Worked with the Indian Affairs Commission to produce the "North Dakota American Indian" brochure.
- Developed a funding mechanism to assist in funding for the two signature events held in New Town, "*The Reunion at the Home of Sakakawea*" (2006) and in Bismarck, "*Circle of Cultures: Time of Renewal and Exchange*" (2004) during the

bicentennial and assisted with planning and hosting. We also successfully nominated both for ABA's Top 100 events.

As you can see, we have worked very closely with our partners to create and sell these rich experiences. Expansion of these efforts is only limited by our budget (which does not allow us to dedicate funding to specific areas) and the creativity needed to develop ideas on how to interpret, package and sell a consistent visitor experience that will have our visitors coming back for more.

I would be happy to answer any questions.