

MICROFILM DIVIDER

OMB/RECORDS MANAGEMENT DIVISION

SFN 2033 (2/85) 5M



ROLL NUMBER

DESCRIPTION

2195

2001 SENATE APPROPRIATIONS

SB 2195

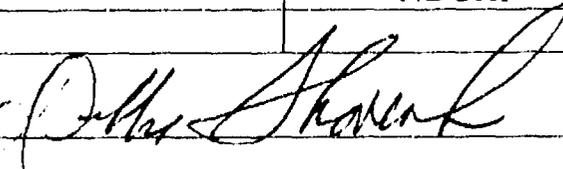
2001 SENATE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. 2195

Senate Appropriations Committee

Conference Committee

Hearing Date January 23, 2001

Tape Number	Side A	Side B	Meter #
1	NDCHF		39.9-54.1
		NDCHF	0.0-27.7
Committee Clerk Signature 			

Minutes:

Senator Nething opened the hearing on SB 2195, ND Cowboy Hall of Fame appropriations.

Senator Bowman: Prime sponsor of the bill, stated that rodeos have been and always will be a big event for ND and the history surrounding them. This bill is appropriate to the state and for appropriations to the ND Cowboy Hall of Fame.

Senator Tomac: Cosponsor of the bill, spoke on the importance this is to ND. Gave overview of a poem written by Teddy Roosevelt, credit those in the arena and how sweat was developed in this state. The development of the hall of fame is about the heritage of our fore fathers.

Renaë Doan: Mother of Shanda Doan, testified on behalf of her daughter who is attending college at this time in Wyoming (testimony attached).

Representative Arlo Schmidt, District 12, spoke in favor of the bill stating someone from every state will visit Medora, ND, for the induction's of the hall of fame.

Representative Merle Boucher, District 9, spoke in favor and support of the bill (testimony attached).

Representative Ron Carlisle, District 30, cosponsor and Trustee of ND Cowboy Hall of Fame, gave his support for this bill.

Tape #1, end Side A, meter 54.1

Tape #1, start Side B, meter 0.0

Willard Schnell, NDCHE, Dickinson, ND, handed out and passed around larger individual pictures of inducted cowboy hall of fame's. Stated his support of this funding for the history of ranchers and the family's that are still here today. This will entice tourism to the state of ND and a way to keep our heritage.

Evelyn Neuens, founding President of NDCHE, gave past history and we deserve preservation. This will create new jobs and a good tourism attraction and I would appreciate your support.

Winston Satran, Board Director, Teddy Roosevelt Medora Foundation and NDCHE, gave a brief history review on a cattle driver from Texas to ND years ago. We need to create NDCHE for generations to come, for stories of the past or they will be forgotten. This is very valuable to the people of ND.

Olie Golberg, Mayor, Medora, ND, showed picture of future building for NDCHE. Stated that Medora has 350,00 visitors a year. This building will be an addition for the city to tell all stories and tell the cowboy's way of life.

Pete Fredericks, NDCHE Inductee, spoke briefly for support on this funding and its importance as he was told when visiting Denver, Colorado recently.

Robyn Nelson, Pembina, ND, and past Miss Rodeo, testified on the importance to preserve past and future history of ND and the horseman culture of our state.

Rod Landblom, Dickinson, ND, spoke of the importance for economics with visitors and usage of the program for NDCHF. Encourage your support for this funding.

Darrell Dorgan, Executive Director, ND Cowboy Hall of Fame, testified (testimony attached with attachments). Also stated that John Von Rueden of State Historical Society Board, Allan Stenehjem, ND Tourism Director, former ND Governor Arthur Link appeared today to support this bill and program.

Senator Nething: My concerns are this is a new project which is starting on its merits; is funding going to be a singular request this biennium to meet the needs or is it just starting?

Darrell Dorgan: This is a big contribution to the foundation and we have no intentions coming back for more funding; it is a one time request.

Senator Robinson: What is the square footage of this facility?

Darrell Dorgan: It is about 13,000 square feet; starting date is this September and completion by August 2002; we have completed one third of the funding now; we look at numerous other facilities around the US to come up with our concept for this building.

Senator Solberg: Is there room to the west of the facility for an addition if necessary?

Darrell Dorgan: Yes there is to the west; also the possibility to have a garden area on the top.

Bruce Strinden, Chairman, Mandan Rodeo, gave his support for this bill. Stating he was in Oklahoma recently to see there hall of fame noticing majority of visitors were from out of state and not local. This will be great for tourism and our heritage.

No opposition to the bill, the hearing was closed.

Tape #1, Side B, meter 27.7

Page 4

Senate Appropriations Committee

Bill/Resolution Number 2195

Hearing Date January 23, 2001

February 16, 2001 Full Committee Action (Tape 1, Side B, Meter No. 8.0-12.6)

Senator Nething reopened the hearing on SB2195.

Discussion. Senator Grindberg moved the amendment -- to be drafted by the Legislative Council to include INTENT; Senator Bowman seconded. Adoption by verbal vote.

Discussion on the bill. Senator Bowman moved a DO PASS AS AMENDED; seconded by Senator Tomac. Roll Call Vote: 13 yes; 0 no; 1 absent and not voting. Senator Bowman accepted the floor assignment.

PROPOSED AMENDMENTS TO SENATE BILL NO. 2195

Page 1, line 1, replace "an appropriation" with "legislative intent relating", after the first "the" insert "appropriation for the tourism division of the", and replace "tourism" with "commerce and funding"

Page 1, line 4, replace "**APPROPRIATION.** There is appropriated out of any moneys in the" with "**LEGISLATIVE INTENT - GRANT TO NORTH DAKOTA COWBOY HALL OF FAME.** The grants line item appropriated to the tourism division of the department of commerce in Senate Bill No. 2019 includes"

Page 1, line 5, remove "general fund in the state treasury, not otherwise appropriated,"

Page 1, line 6, remove "to the tourism department"

Renumber accordingly

STATEMENT OF PURPOSE OF AMENDMENT:

Dept. 609 - Department of Commerce - Senate Action

This amendment removes the general fund appropriation contained in the bill as introduced and provides legislative intent that \$100,000 of the grants line item appropriated to the Tourism Division of the Department of Commerce be used to provide a grant to the North Dakota Cowboy Hall of Fame.

Date: 2-16-01

Roll Call Vote #: 1

2001 SENATE STANDING COMMITTEE ROLL CALL VOTES
BILL/RESOLUTION NO. SB 2195

Senate Appropriations Committee

Subcommittee on _____

or

Conference Committee

Legislative Council Amendment Number _____

Action Taken As Pass as Amended

Motion Made By Sen Bowman Seconded By Sen Tynan

Senators	Yes	No	Senators	Yes	No
Dave Nething, Chairman	✓				
Ken Solberg, Vice-Chairman	✓				
Randy A. Schobinger	✓				
Elroy N. Lindaas	✓				
Harvey Tallackson	✓				
Larry J. Robinson	✓				
Steven W. Tomac	✓				
Joel C. Heitkamp					
Tony Grindberg	✓				
Russell T. Thane	✓				
Ed Kringstad	✓				
Ray Holmberg	✓				
Bill Bowman	✓				
John M. Andrist	✓				

Total Yes 13 No 0

Absent 1

Floor Assignment Senator Bowman

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

REPORT OF STANDING COMMITTEE

SB 2195: Appropriations Committee (Sen. Nething, Chairman) recommends **AMENDMENTS AS FOLLOWS** and when so amended, recommends **DO PASS** (13 YEAS, 0 NAYS, 1 ABSENT AND NOT VOTING). SB 2195 was placed on the Sixth order on the calendar.

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2001 HOUSE APPROPRIATIONS

SB 2195

2001 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. **SB2195**

House Appropriations Committee

Conference Committee

Hearing Date **March 13, 2001**

Tape Number	Side A	Side B	Meter #
1	x		1269 - 6234
1		x	0 - 2259
Committee Clerk Signature <i>Z. Z. Dasher</i>			

Minutes:

HOUSE APPROPRIATIONS COMMITTEE HEARING ON SB2195.

Rep. Timm: We will open the hearing on SB2195.

Sen. Bowman: This bill deals with western culture and the cowboy way of life, its a big part of what I grew up with as a young kid and to show you where the base came from in my family, this is my grandpa when he came out to North Dakota in 1909 breaking sod up, I still want to know why he broke any sod up because down there some of that farm land is really kind of marginal, but its the beginning of what we are when you work with horses and you understand what that means in your way of life and of course in being a part of the national grasslands we did a lot of riding as kids, broke a lot of horses sometimes they got the best of us, but that's kind of the way it was. Some of my hero's as a kid are the first inductee's into the Cowboy Hall of Fame, and I would like to pass this picture around and you can take a look at it, Duwayne Howard, Tom Tescher, Jim Tescher, Alvin Nelson, some great cowboys that grew up in western

North Dakota and you might want to take a look at that because what were going to do is to try to preserve that culture, and what this bill does is a little seed money to get this program going and there are a lot of good speakers here that will talk about that today, but I know that for North Dakota we have an awful lot of outstanding cowboys, world champion cowboys and most of you probably know that Bowman has held the high school rodeo finals down there and a lot of kids have participated in high school rodeo's from probably every community that is here. Some of these kids have gone on to become world champions like Brad Gjerminson and lots of other ones. I hope that you can support this, I think that the state will be the beneficiaries of a small investment because we will return the benefits many times over with the people that will come to see that culture and that heritage preserved, because a lot of people from around the world like the western culture and that's what this is all about.

Rep. Timm: From what I understand from the bill, the bill is just the mechanism to provide the funding of a grant and the \$100,000 is in the Tourism budget, is that correct?

Sen. Bowman: That's correct, its in a line item in the tourism budget under a grant.

Rep. Timm: Any questions of Sen. Bowman?

Sen. Tomac: Even though I have made the better part of my living in the rodeo, my reasons for supporting this are somewhat different because I see the Cowboy Hall of Fame as a memorial to our heritage and when I think of the Cowboy Hall of Fame I think of and as Sen. Bowman mentioned not only the Brad Gjermonson and the Wayne Hermanson and the Tescher boys and some of those rodeo great's but what really comes to mind at least in my mind is those fathers and forefathers of ours that marched through this country when there wasn't anything here and the courage and vision that they had far exceeds anything that any of our rodeo hero's have. I think of one of my grandfather's who came our here and left his country and I keep thinking of

how much, or how bad things must of been and how much courage that must have taken for those people to leave everything they had to come to world they knew nothing about and start there life over, that's the type of people that make up our heritage in North Dakota, that's the type of people that made this state the way it is today, but within the Cowboy Hall of Fame there is a category for ranchers and those people that came forth. I think of my grandpa Schmidt who was honored in South Dakota in somewhat of a similar program in the boss cowman who came out here and homesteaded on the Grand River just across the river in South Dakota. But I think of those people that owned large ranches at one time and the type of people we will honor with this type of facility in Medora and yes there are a few cowboys in there and there are a few businessmen and a few other things related to agriculture, but that's the type of people were talking about, that's the type of heritage that we are trying to preserve and promote and to put that into the context of tourism, which I understand is no longer number three in this state, but number two at this point. I think what this does, this little \$100,000 grant can go along way to providing seed money to building a monument, not to just the cowboys, but to those forefathers that came out here and started this in large ranches, its an important duty we have as citizens, it is a duty that we all have is to preserve that heritage and while it is still fresh in our memories or as fresh as it can be to write that down and to prepare some kind of tribute, and I think that's the reason that I'm supporting the bill and I think when you look at it the merits are great, and if there is a problem with the bill its that we don't have enough money in tnere to give them. I hope you will support the bill and I would be happy to respond to any questions.

Rep. Wentz: I just can't resist this, our foremother's came out here to and worked pretty hard and made a lot of sacrifices and if anything there were more hardships that the women had to

endure than the men, is there any room in this Cowboy Hall of Fame for honoring some of our foremother's?

Sen Tomac: I certainly hope so, and I will certainly work towards that end. Good point.

Rep. Boucher: The cowboy and the cowboy way of life and the cowboy persona is important to people all across the State of North Dakota and I look at this as something that has something to say about the culture, the history, the persona of North Dakotan's and its something that I support in its entirety and I would certainly encourage this particular committee to give there wholehearted support. A \$100,000 is a little bit of money that is going to go a heck of a long way in promoting this state and North Dakota tourism and also send a very powerful message that we are proud of our heritage and that we are proud of the people they came before us and work with us today to continue the make the state of North Dakota what it is, and I thank you for this opportunity this morning.

Rep. Timm: Any questions of Rep. Boucher? Further testimony in support of SB2195?

Phil Baird, President of the North Dakota Cowboy Hall of Fame: We are asking you to support the Cowboy Hall of Fame for all of the purposes that you heard the other speakers talk about, but I want to emphasize this is not a project that basically not standing idle, five years ago there was an effort to get this project off the ground, it wasn't a new idea that they talked about for a long time, but I had the privilege of going to Minot with a young lady who had been involved with a lot of western and horse events over the years, and that was Evelyn Neuen, the founding president, and we went up to Minot and saw a major event that we knew as going to be lost the fortieth anniversary of the Minot wiseman camp rodeo, the very first indoor rodeo that was established in 1955. They had an anniversary and they brought together some great people, talked about some great memories and we walked away feeling somewhat sad because there was

going to no place that would have captured those magic moments and those people and what they had been involved with. Myself, I had been involved with researching western history particularly rodeo and was unable to find any one place in the state that talked about rodeo champions, that talked about those that established the great ranches and western cultures, there was no place in the archives and not in the library, that captured in one place everything that were talking about here. So we have organized the project and again its been a series of developments, we organized a fifteen member board that represents all of the state of North Dakota. We organized 200 trustees that are involved with actual induction's, we have inducted approximately 35 individuals, ranches and communities representing the State of North Dakota. We have put together the infrastructure of moving forward with this project and very deliberate thinking, I have to give credit to my board because they really thought through what they want, we don't want another museum, and there is nothing wrong with a museum, but we know what people want is an interpretive center, we want a story and stories that are told with North Dakota names, faces, communities, and we know that we have to make this interactive, so we are talking about a project that is not going to be just a static type of exhibit, but its going to have a lot of things going on that will capture the history that we are talking about. We spent a lot of time sitting down with architectures, sitting down with marketing, sitting down with resources to help us fund raise, were not asking you folks to support this by yourselves or by a single entity, we are putting out the effort to pull all the pieces together to make this project work. In looking where we are at today, were ready to open, we have had the exhibit design contractor, we have thought through what we want to do, we are ready to move out with this project, and one of the problems were experiencing right now is once we have established our office and we have an executive director. We are asking him to go out and quite frankly there just isn't enough money

here in the state and we know that, and we recognize that and are willing to accept the challenge, and when we get out there were asking others to help support the Cowboy Hall of Fame. They say where is the State of North Dakota at, what has the state done? And were kind of drawing a blank right now, but were saying that we are still in the development stages and we are prepared now with a full well developed project that has been well thought out to look at issues not just of opening but being sustainable and to look at how this thing will be here in the next 25 to 50 years and that's the direction were going with the project right now. You will hear some other testifiers talking about some other the other developments, but in closing I want to say that ultimately the purpose of the hall is in fact to capture the North Dakota western heritage and cultures to bring it together in one place, and again to make it a project that people want to come back to year in and year out, when we go out and tell people who we have for supporting, we have a lot of people supporting the Hall of Fame, the last the 6 months we have been able to capture about \$70,000 from different entities here in the state that are willing to support the Cowboy Hall of Fame, you always wish there was another zero attached but those things will come and we know the support is out there. In looking at the timing for opening this, we are trying to look a major debut that would coincide with a major world event that is going to come to North Dakota and that is the Lewis and Clark bicentennial. Lastly, I would leave you with this thought, that we are leaving something behind for our children and grandchildren and I would look for your support on this bill.

Rep. Timm: Are you open for questions? One of my questions is, what is the total cost of this project have you any idea?

Mr. Baird: We have a cost of about \$2.5 million for the project. We have a building in Medora, and we went through a process that looked at proposals from nine communities, we narrowed it

down to four, and after much thought and consideration we came up with the location of Medora, we have a building there that right now is about 6000 square feet, and our plans are to have approximately 12,000 square feet along with it a patio area that will bring an additional 5000 square feet for some outdoor activities. We have contracted or listed proposals from contractors that would do the exhibit design and quite frankly the \$2.5 million represents the opportunity to create a state of the art type of facility using technology where you can walk in and with touch screens you can bring up history, profiles, were talking about having displays that would have a state wide map, you push a button you could see all the different ranches that were developed at one, or you could push another button and the lights would come on and you would see the cattle trails, the technology that were trying to bring in to make this interactive, we know through out research that people will want to come and have an interactive type of thing, we also putting money into three different areas where there is going to be children's activities rooms and it is going to be highly interactive for them, the price might seem a little high for the technology but we have done the research and we feel we have zeroed in on those things that the people want to have.

Rep. Delzer: Have you got a financial statement with you? I looked through the information and didn't see one. But that I mean, how much have you raised, how much you plan to raise, and how much the maintenance will cost and how big of a fund your going to set aside for maintenance. And another question I would have and I don't know who would have the information, but do we have any history of how many organizations like this that we have helped and I know we have helped some others in the past, but have you researched that at all?

Mr. Baird: First of all, according to my research this is the only type of statewide project that has the type of purposes and the type of focus that we are proposing. There is a lot of county and

smaller town and larger towns type of things that focus just on there community, in there back yard, but this is going to be statewide. In terms of providing financial information, we can definitely provide that if it isn't in the packets right now, and I think in terms of total assets were about a third of the way there with our building, with the money that we have raised, we have been after a lot of federal grants as well as a lot of private donors and we feel confident that we have the type of project that people are willing to support, and we can provide the financial information that you are seeking if it isn't available in your packets.

Rep. Timm: What happens if the project fails? Do you foresee that your not every going to get the money to build it, that the state gets back its \$100,000 then?

Mr. Baird: We currently have a lease on the building for 100 years and so that is a major contribution, and what we would put into refitting that building we are confident of its sustainability, and we are looking at the maintenance costs, we looking at the different types of renovation that is going to be necessary to go into the building and also the opportunity to have it flexible so that you can in fact do a lot of interchanging and provide a lot of variety. In looking at the feasibility, we have a business plan and that can be made available to the representatives here if they so wish, and were confident right now having done the business plan knowing what we want for visitor numbers and what its going to take to sustain it, what we have for staff, a big part of this operation is going to rely on volunteers, and again that is a variable that we can't determine at this point. He went on to explain the business plan and the expectations of the plan.

Rep. Timm: I don't think you answered my question, my question was are you certain or pretty confident that you are going to raise the money to be able to build the building, or are you going to take out a loan if you don't have enough money, or what are you going to do if you want to get this building built by 2003?

Mr. Baird: We are going to move forward with what we have in a transition stages if you will were gong to be moving forward with planning this spring and summer and are confident that by again using a stage by stage, phase by phase approach as resources become available we will be moving in that direction for the full blown project in the future.

Rep. Timm: Any other questions of Mr. Baird? Any other testimony in support of SB2195?

Mr. Willard Schnell of Dickinson, North Dakota. When I come to this beautiful building, I can't help but think of my dad Ray Schnell, and I think he spent some 26 years in legislative work here in this Capitol Building, and I know for sure that if he were here today that he would be our biggest booster and he would have some very convincing items to tell you about this North Dakota Cowboy Hall of Fame. Its a great project and I'm proud to working with the people I'm working with on this project, its colorful, it tells a story that's not been told in most instances. Our story will go back and include some of the Native American history because the Native American's one there main industries in this state is Pete Fredricks idea would testify to is ranching, that's what a lot of them do and they have some of the best grasslands in North Dakota, and you know the history that we do know more about is probably east of the river to the Missouri river until such time that it was easier to get across. I can't help but think of the great cattle drives that came to North Dakota from Texas and the southwest, these cattle were shown and demonstrated by the documentary "Lonesome Dove". And we have our own "Lonesome Dove" we had a lot of herds of cattle driven into North Dakota from the southwest including Texas and Oklahoma, Arizona and that area. We had a lot of influence from that, our cowboy hats didn't come from styles in cowboy hats and boots, that didn't come from Norway or Germany or places in Europe, that goes back to the Spanish and California and Spain itself, the spurs and a lot of the things that are used in horsemanship today and those Texas trail drives

brought some of the very best cowboys and cattlemen that there were in this nation to North Dakota and those names, those ranchers names are still here, there still here today. You can go and look them up, they are in different parts of the state, and some are still in ranching but its a great story, its a colorful story and its our history. There hasn't been much documented about the cattle part of the development in North Dakota and the cattle business, and my dad would sure tell you that it is a big part of North Dakota industry. Rodeo came into it because of ranching, my dad was very active in rodeo production, here is the reason that we had already the inducted event in the Cowboy Hall of Fame, the Dickinson match of champions, I don't know of how many of you here were able to witness that event, but anybody that did will long remember it because it was, one the greatest rodeo events that was held anywhere. So rodeo and ranching go together and I wouldn't be in this Cowboy Hall of Fame and working like I am if it did not include ranching and ranchers and the cowboy way of life besides rodeo, I'm interested in all of them but ranching is what brings it all about and what developed our western ways in this state, and ranching didn't just cover western North Dakota, there was big ranching and big cattle outfits that came north, the Texas trail drives that were heading to some other places, some of them covered parts of North Dakota , South Dakota, and Canada, they were big, 30, 40, 60, 80 thousand cattle in some of those bit outfits that grazed a lot of the state of North Dakota, you have cattle country in the sand hills southwest of Fargo, you have cattle business in North Eastern North Dakota, up in the Wall Halla area, Minot, Towner, and others who claim a lot of cattle business. You can go all over the state and there are areas that are dominated by the cattle business, so I think that our project very much fits into this State of North Dakota, I could talk a lot longer about different things, but you have other people to hear and if your willing to listen to me, get me aside someplace and then I will really talk to you. We have a great location and in

answer to your question about whether we were going to make it, whether we were going to collect the money, I'm not going to tell you quick or how fast the money will be collected, but we will be collecting it until we get it and we will be operating in not too long a time from now.

Rep. Timm: Any other testimony in support of SB2195?

Ms. Janice Rustad, Kindred, North Dakota. (Followed Written Testimony)

Rep. Timm: Any other testimony?

Mr. Winston Satrum, Member Cowboy Hall of Fame Board: We have been talking about heritage here and I would like to talk a little bit more about it. When I became involved with the Cowboy Hall of Fame I started reading a lot of western history and quite frankly I felt cheated, why didn't they teach us this romantic and wonderful stuff in school? We're missing it and I want to tell you two little stories about things that are just everyday happenings. Winston went on to tell a story about men on the cattle drives from Texas to North Dakota. I would wish that you would support this bill and create a place that we could tell our wonderful western history.

Mr. Ole Goldberg, Mayor of Medora: I guess today you have heard a lot of the other stories of our heritage and etc. But let's talk about where we're all talking about where it comes down to the money, and as far as Medora is concerned, we are a town of 101 people, we take in about 350,000 plus visitors a year. Mr. Goldberg went on to speak of the town's enthusiasm for the project and the benefits that the town would achieve from the Cowboy Hall of Fame being located in Medora.

Rep. Delzer: The building, is that leased to the foundation? Who owns it? Does the City of Medora own the building?

Mr. Goldberg: The building is owned by the Medora Foundation which is a non profit organization

Rep. Delzer: I see that on the financial listing its listed as an asset to the foundation for the Cowboy Hall of Fame, is it also listed as an asset on the Medora Foundation and how does that work?

Mr. Goldberg: My understanding is that the foundation leased that building for whatever dollar amount that was agree upon, but they did give the Cowboy Hall of Fame a 99 year lease.

Shanda Marie Doan, Miss Rodeo 1999. (Followed written testimony)

Mr. Pete Fredricks, Hallday North Dakota. I am a inductee to the North Dakota Cowboy Hall of Fame and grew up on the Ft. Berthold Indian Reservation, I am an Indian with the three affiliated tribes of Mandan mostly, however I am part non Indian and my granddad came from Denmark, and in talking about heritage I just remembered, that granddad lived down on figure four crossings down on the Missouri river and that area is under water right now, but some of the heritage that came out my era was that granddad used to watch them trail drives that we talked about earlier and those Mexican boys brought cattle from Texas and would bring them cows through my granddad's ranch. Mr. Fredricks went on to talk about his heritage on his granddad's ranch and Sacajawea.

Mr. Ron Landblum, Director of the Roosevelt Custer Regional Council: This is an economic investment, this is not only an investment for the western part of the state but all of North Dakota, were looking at the fact that were going to be employing over 20 people full and part time, were looking at service sectors that provide the assistance to this particular project and then when you look at the complementing action that goes with Medora, the Foundation, the Amphitheater, and the guest ranches, and you look at these as something you build on, so I think we should take a look at this as it would be significant on a statewide basis.

Governor, Arthur Link: Spoke of where he was born and his family background. This is more than just a Cowboy Hall of Fame, it is a historic development. He spoke of the different sectors that will be featured in the Hall of Fame and their meaning to all of North Dakota's and the nation. Gov. Link emphasized the need to do this project now before those who remember the history of ranching and the cowboy way of life are gone.

Mr. John Von Ruden, VP Of the State Historical Society: I'm just here to tell you that nothing easy happens when it comes to historic preservation, and the superintendent of the historical society is the state historical preservation officer and Mr. Dorgan and the board went through all of the hoops to bring this building a complete approval by the State Historical Society and pass it through the federal requirements, a lot of work has been done other than what you have heard this morning to make sure if and when we are ready to roll that all things are in place. Its a great project

Mr. Darrel Dorgan, Executive Director, Cowboy Hall of Fame: I did not intend to testify this morning, but there have been some questions about the budget and maybe I can answer a few things for you. First of all, Rep. Wentz, Yes, there are women and Sacajawea is a nominee this year, and there will be other women involved and inducted into the hall. There are about 1000 charter members and dues paying members if the North Dakota Cowboy Hall of Fame, so it has been very fast growing organization. Rep. Delzer, you mentioned the building, and that was a gift from the Theodore Roosevelt Medora foundation and I have a lease and would be happy to furnish it to you, but its a 100 year lease at \$1.00 a year and actually we haven't paid them a dollar this year yet, but were thinking about it, so we have that and its an asset that is valued at approximately \$1 million dollars and that is an outright gift to the Cowboy Hall of Fame. Rep. Timm, can we raise that money, you bet, we have already taken a great stride, and I would also

like to point something out to you. Posters were a picture of the building. Mr. Dorgan went on to speak about the physical aspects of the building.

Laura Griffin, Tax Collector, Billings County: I'm here to represent Billings County, and to let you know that Billings County is in support of the Cowboy Hall of Fame which will achieve all of the goals that have been stated here this morning.

Mr. Rex Cook, Chairman of the Board of Trustees, Cowboy Hall of Fame. Spoke of his heritage and where he was born. This Cowboy Hall of Fame will preserve some history and its getting to be difficult to do that with all of those that may remember the history disappearing. I hope you will support this bill. Thank you.

Mr. Bob Penfield, Bowman. I'm here to support the bill and support the town of Medora as the site of the Cowboy Hall of Fame. Bowman was among the site finalists and if Bowman wasn't selected as the site we were all behind the selection of Medora.

Rep. Timm: Any other testimony? Rep. Delzer you had some questions of Mr. Dorgan?

Rep. Delzer: Yes I do, but I won't take the committee's time and if Mr. Dorgan will stop by we will go through it and then if there are some questions I will bring them up later on.

Rep. Timm: Is there any other testimony in support of SB2195? Any opposition to SB2195? If not we will close the hearing on SB2195.

HOUSE APPROPRIATIONS CLOSED THE HEARING ON SB2195.

2001 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. SB2195A.

House Appropriations Committee

Conference Committee

Hearing Date March 16, 2001

Tape Number	Side A	Side B	Meter #
1	x		1148 - 1945
Committee Clerk Signature <i>R L Jordan</i>			

Minutes:

HOUSE APPROPRIATIONS COMMITTEE ACTION ON SB2195A.

Rep. Timm: I am going to pass out a set of amendments for that bill. If you remember the bill, it allows a grant of \$100,000 out of the tourism budget to the Cowboy Hall of Fame. It was brought to my attention by a member of the committee that I should look at the financial statement and I did and it shows that they haven't collected much money and they have operating costs, so it is my intention with this amendment that if we provide the \$100,000 that it goes strictly to capital construction costs, into the building fund itself rather than going into operating costs and paying salaries of people that are doing the fund raising. That's my intention for the amendment.

Rep. Wald: I would move the amendment .0201. Seconded by Rep. Skarphol.

Rep. Timm: Any discussion?

Rep. Kerzman: Are we meaning the same thing when we say interpretive center?

Rep. Timm: Jim, you wrote that amendment for me, what is your interpretation?

Jim Smith, Legislative Council: We were looking for the name to refer to the building and I think Allan went back and looked at there testimony and that's the way they referred to it, as an interpretive center, that's what we are speaking about, the building for the Cowboy Hall of Fame.

Rep. Wald: How about if we just put a period behind the word "Cost" on line two and just strike "of an interpretive center" because its going to go to the Cowboy Hall of Fame for capital construction period.

Rep. Timm: Would that be all right with everyone? O.K. So we will just strike out those "Of and interpretive center" off the bill and leave the motion as is. Is that agreeable with everyone of the committee? All Said yes. So it goes to capital construction costs.

Rep. Heuther: If everyone is more comfortable with that, maybe that one should be changed to a two and make it \$200,000. (Joke)

Rep. Timm: All those in favor of adopting the amendment say Aye. Wait a minute, we have a question from Rep. Delzer.

Rep. Delzer: I followed up some on that request that I was asking for in our hearing of this bill, and what I was looking for more than anything was the year 2000 budget or audit, and its basically the same as 98 and 99, so as Chairman Timm said they have not gotten it off the ground really well, and I would hope that everyone wants the Cowboy Hall of Fame, we appreciate what there trying to do, and I will support this amendment because I think it should be locked in to the point where it does not go for operating costs and salaries.

Rep. Monson: If they don't get this thing off the ground does this money not get appropriated out until they actually have it going?

Rep. Timm: I guess we would have to ask the council or OMB.

Jim Smith, Legislative Council: I think what the committee would want to do in SB2019 is maybe tighten up exactly when that money would go out. Right now its a grant and I think you could address that in SB2019 as to when you want the funds to be disbursed.

Rep. Byerly: Right now the way that it would sit, and Jim is absolutely right, they would get the money now and it would go in there bank account and it would sit there until such time that they have some capital construction needs, now the building is already there, they could use this \$100,000 the day the check arrives to start doing something to that building, it depends on how you want to do it, because they could legitimately have some capital construction costs before they raise the full \$2 million dollars, because the building already sits there.

Rep. Timm: O.K. Are we ready to vote on the amendment? Any other discussion? All those in favor of adopting the amendment say AYE. Voice Vote. Motion carried and amendment is adopted.

Rep. Kempenich: I will move a DO PASS as amended on SB2195. Seconded by Rep. Wald.

Rep. Timm: Any discussion? Call the roll for a DO PASS as Amended. (21) Yes (0) No. Motion passed. Rep. Kempenich will carry the bill to the floor.

END OF HOUSE APPROPRIATIONS ACTION ON SB 2195A.

10496.0201
Title.

Prepared by the Legislative Council staff for
Representative Timm
March 14, 2001

PROPOSED AMENDMENTS TO ENGROSSED SENATE BILL NO. 2195

Page 1, line 9, after "fame" insert "for defraying capital construction costs of an interpretive center" ~~of an interpretive center~~ *STRIKE OUT*

Renumber accordingly

STATEMENT OF PURPOSE OF AMENDMENT:

Dept. 605 - Department of Commerce - House Action

This amendment provides that the \$100,000 grant provided to the North Dakota Cowboy Hall of Fame is to be used for capital construction costs of an interpretive center.

10496.0202
Title.

Prepared by the Legislative Council staff for
House Appropriations
March 16, 2001

PROPOSED AMENDMENTS TO ENGROSSED SENATE BILL NO. 2195

Page 1, line 9, after "fame" insert "for defraying capital construction costs"

Renumber accordingly

STATEMENT OF PURPOSE OF AMENDMENT:

Dept. 605 - Department of Commerce - House Action

This amendment provides that the \$100,000 grant provided to the North Dakota Cowboy Hall of Fame is to be used for capital construction costs.

Date: 3/13/01
Roll Call Vote #: 2

2001 HOUSE STANDING COMMITTEE ROLL CALL VOTES
BILL/RESOLUTION NO. SR 2195

House APPROPRIATIONS Committee

Subcommittee on _____
or
 Conference Committee

Legislative Council Amendment Number 10496 - 0202 - MODIFIED
10496 - 0201 - ORG

Action Taken DO PASS AS AMENDED

Motion Made By Kempnich Seconded By WALD

Representatives	Yes	No	Representatives	Yes	No
Timm - Chairman	✓				
Wald - Vice Chairman	✓				
Rep - Aarsvold	✓		Rep - Koppelman	✓	
Rep - Boehm	✓		Rep - Martinson	✓	
Rep - Byerly	✓		Rep - Monson	✓	
Rep - Carlisle	✓		Rep - Skarphol	✓	
Rep - Delzer	✓		Rep - Svedjan	✓	
Rep - Glassheim	✓		Rep - Thoreson	✓	
Rep - Gulleson	✓		Rep - Warner	✓	
Rep - Huether	✓		Rep - Wentz	✓	
Rep - Kempnich	✓				
Rep - Kerzman	✓				
Rep - Kliniske	✓				

Total (Yes) 21 No 0

Absent _____

Floor Assignment Kempnich

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

2001 TESTIMONY

SB 2195

Testimony list
North Dakota Cowboy Hall of Fame
Center of Western heritage and Cultures:
Native American, Ranching and Rodeo

Senator Bill Bowman

Senator Steve Tomac

Willard Schnell NDCHF of Dickinson

Evelyn Neuens NDCHF of Bismarck

Winston Satran TRMF of Bismarck

Olie Golberg Mayor of Medora

Pete Fredericks NDCHF Inductee

Robyn Nelson of Pembina

Rod Landblom of Dickinson

Also in attendance:

John Von Rueden of the State Historical Society Board;

State Tourism Director Allan Stenehjem;

Former North Dakota Governor Arthur Link;

And numerous other Board members and Trustees
of the Hall of Fame who would be happy to answer any of your questions

SB 2195

SHANDA MARIE DOAN
MISS RODEO NORTH DAKOTA 1999

24401 62nd Ave. SE
McKenzie, ND 58553
701-673-3441

Dear Senate Appropriations Committee Members:

Please accept my written testimony in support of SB 2195, providing an appropriation to the North Dakota Cowboy Hall of Fame. I am currently attending school in Wyoming and unable to be present for the committee hearing.

As the former Miss Rodeo North Dakota 1999 and 3rd Runner up to Miss Rodeo America 2000, I have the privilege of being intimately involved in the rodeo world both as a competitor and ambassador for the western way of life. North Dakota is very fortunate to have had a number of World Champions including Brad Gjermundson - 5 time world champion saddle bronc rider, Alvin Nelson, the Teshler Brothers, as well as one Miss Rodeo America - Brenda Lee Bongofsky. In the Miss Rodeo America competition North Dakota has been very lucky to have numerous young horsewomen, including myself, place in the top ten. This speaks well for the high quality of representation from our state in the rodeo world. Up to this point North Dakota does not have a proper place to honor our heroes in rodeo. The western way of life is the backbone of the state and it is only fitting that we be able to pay tribute to these unsung heroes that have helped keep our heritage alive with their hard work, dedication and determination.

Please give SB 2195 favorable consideration.

Shanda

SB 2195

Testimony for SB No. 2195

Senate Appropriations

Senator Nething, Chairman

Tuesday, January 23, 2001

Senator Nething and members of the Senate Appropriations Committee, for the record I am Representative Merle Boucher, a member of the House from District Nine.

I come before you today in support of SB 2195. The Cowboy Hall of Fame is quickly becoming a very interesting and recognizable part of North Dakota folklore. The Cowboy Hall represents an important part of our persona. I support the \$100,000 commitment to the Cowboy Hall of Fame.

Members of the Senate Appropriations Committee, I urge you to give serious consideration in support of SB No. 2195.

Respectfully submitted by:



Representative Merle Boucher



NORTH DAKOTA COWBOY HALL OF FAME

Center of Western Heritage and Cultures: Native American, Ranching and Rodeo

1110 College Drive, Suite 212 • Bismarck, ND 58501 • Phone 701-250-1833 • Fax 701-223-3347

January 23, 2001

Senator Tony Grindberg
Senate Appropriations Committee
State Capitol
Bismarck, North Dakota

Dear Senator Grindberg:

Thanks for the opportunity to provide you with information about the North Dakota Cowboy Hall of Fame. We were recently given a 100-year lease on the current Museum of the Badlands in Medora for a dollar a year. We have retained an architect and have had the exterior renovations approved by the Medora Zoning Commission and the State Historical Society (drawings enclosed). Plans call for groundbreaking in August provided we can raise the additional funding needed and we're obviously going to need some help.

This Hall of Fame is a five-year old non-profit organization 501 (c)(3), with a full time staff of one and part time volunteer workforce of 10. In the past year, our membership has now grown to more than 850 and includes ranchers, cowboys, Native Americans, historians, kids with a dream, a Federal Judge, an acclaimed opera soprano and the Vice-President of General Motors. There are 15 members on the Board of Directors and more than 180 others who contribute \$200 a year to act as Trustees and aid in making key decisions.

When complete, the Hall of Fame will be the Interpretive center for Native American, ranching, rodeo and the western lifestyle of the plains and badlands. It will house a theater, galleries for art, sculpture and photos and will be a major attraction for the 400,000 visitors who utilize the Theodore Roosevelt National Park yearly for tourism and recreation.

Key aspects of the Hall of Fame will also include A Hall of Honorees to highlight the lives of people and events instrumental in settling the plains; an archival library that will be connected via the Internet with others including the Library of Congress. It will allow for research by writers, historians and others interested in western history and genealogy.

Preserving Yesterday and Today for Tomorrow in Historic Medora, ND

E-mail heritage@northdakotacowboy.com

Another major part of the project will be audio and video capabilities to record the rich histories of people and events that helped shape the character of the plains. Videos, computers, the Internet, live presentations and hands-on presentations will provide visitors with a feeling of what has made the west unique for trail drivers, homesteaders, cowboys and ranchers like Teddy Roosevelt. Here, the future President discovered the "Bully" spirit and the character that took him to the White House.

This is history that must be saved now or lost forever. Life on the plains is quickly changing. North Dakota continues to lose population and the median age is climbing rapidly, especially the counties in Western North Dakota. The number of births continues to fall and births have reached an all time low (only 8,000 children were born in North Dakota last year – half the number born in 1962).

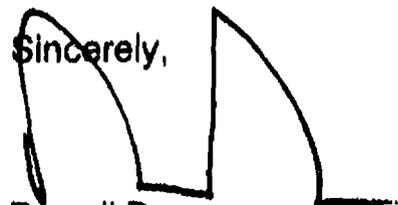
A 21 county area of Western North Dakota (the heart of ranching, oil and farming country) has been the hardest hit by the population and economic free-fall. In 1990, the population of the counties was 196,346. In 1996, the population had dropped to 189,292, a decrease of about four-percent (half the state's cities now have fewer than 200 residents). To preserve the lifestyle unique to the west now is the time to document, record and celebrate a character unique to the world.

While designed to preserve heritage, history and traditions, the Hall of Fame will also provide badly needed jobs. It is estimated twenty-five full and part time jobs will be created and it will provide stability and continuity to a dwindling rural workforce. It's estimated up to 100 thousand people from across the world will visit the Hall of Fame yearly (the Medora Musical costs \$20.00 for an adult and it draws over 115,000).

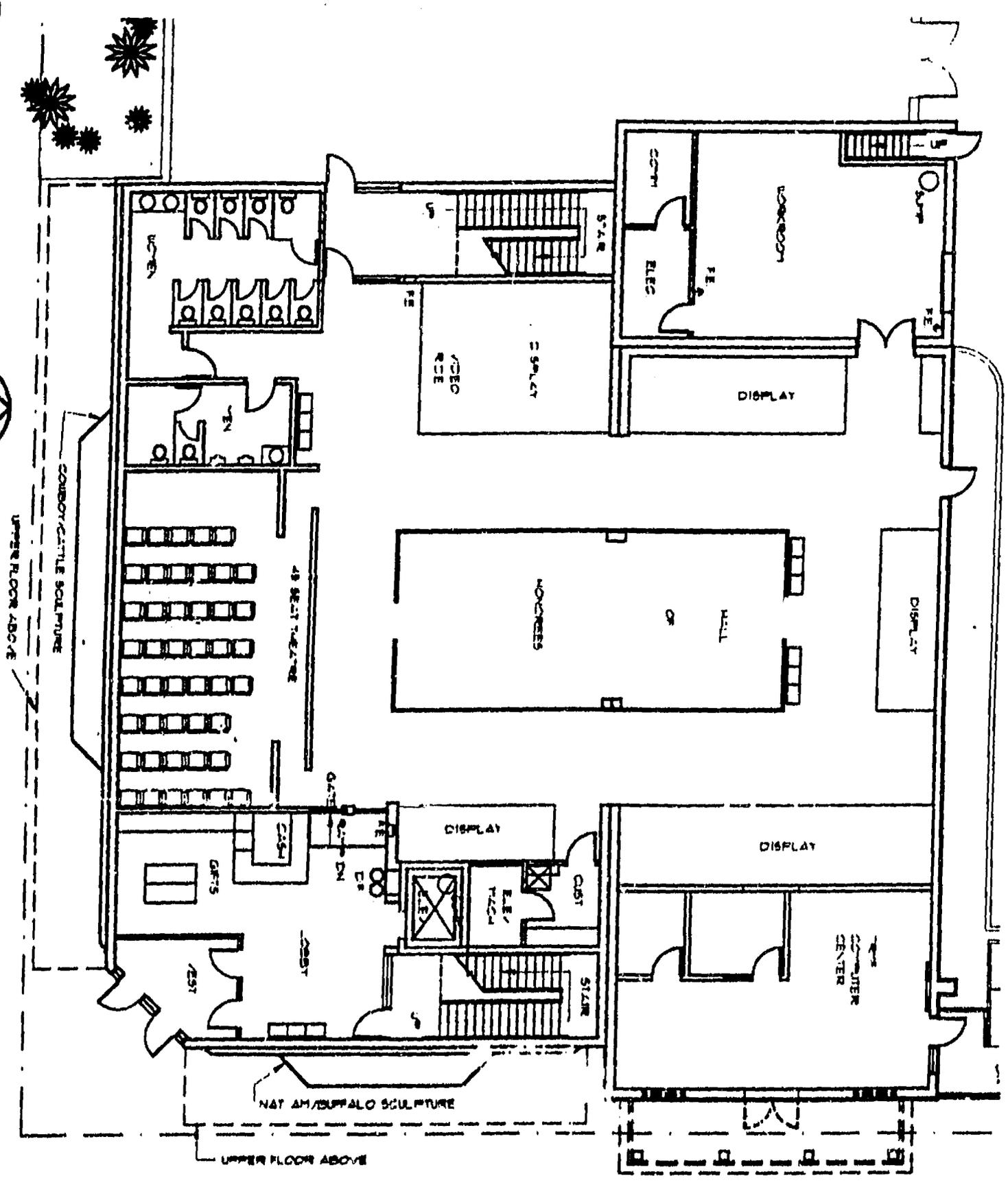
The economics of rural America are changing. New ways to create jobs and income must be developed. The Hall of Fame is one of those opportunities.

Participation by the State of North Dakota would send a signal to foundations and other financial entities nationwide that there is value in preserving yesterday and today for tomorrow. Your assistance would also be a highly visible expression that there still is faith and interest in the well being and future of rural America.

Sincerely,



Darrell Dorgan
Executive Director
N.D. Cowboy Hall of Fame



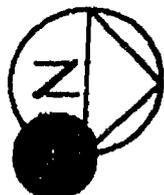
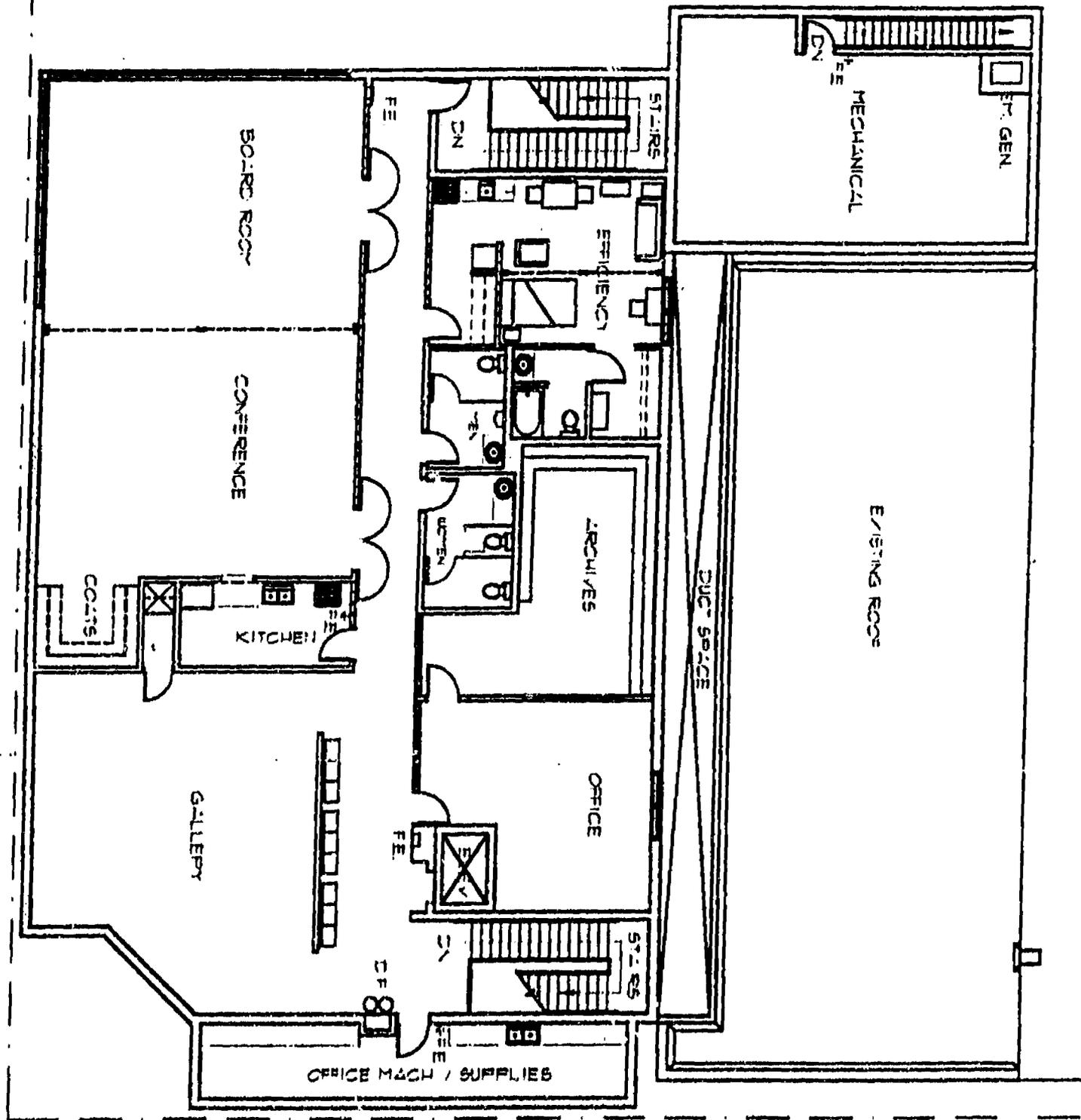
GROUND FLOOR PLAN

3:16'

6-12-00

ARNOLD LEWIS HANSON, ARCHITECT
 800 NORTH 54
 BISMARCK, NORTH DAKOTA 58501
 701-224-7800
 arlh@ahg.com

NORTH DAKOTA COWBOY HALL OF FAME
 Medora,
 North Dakota



UPPER LEVEL FLOOR PLAN
 2116

6-12-00

ARNOLD LEWIS HANSON, ARCHITECT
 808 NORTH 34
 BISMARCK, NORTH DAKOTA 58501
 701-224-7888
 arnh@light.com

NORTH DAKOTA COWBOY HALL OF FAME
 Madora,
 North Dakota

PROPOSED PROJECT

The North Dakota Cowboy Hall of Fame, Inc. seeks to develop and operate a business enterprise known as the NDCHF Center of Western Heritage and Cultures: Native American, Ranching and Rodeo, in Medora, N.D. The interpretive center will be focused on educating and entertaining the general public about North Dakota people, communities and events that influenced the heritage and lifestyles of the American West. The target market are the hundreds of thousands of visitors traveling each summer through western North Dakota to the Theodore Roosevelt National park, the community of Medora and other attractions. Revenues raised will be used to perpetuate the goals and objectives of the NDCHF.

The Hall of Fame is seeking two million dollars to renovate and convert the current Museum of the Badlands into the NDCHF Center of Western Heritage and Cultures: Native American, Ranching and Rodeo. The money will be used for architectural fees, planning and construction work. The money is being sought through federal and local grants as well as gifts from individuals and foundations. Money from admissions will be used to pay daily expenses and any indebtedness incurred.

GENERAL BUSINESS DESCRIPTION

When completed, the NDCHF Center of Western Heritage and Cultures: Native American, Ranching, and Rodeo will be a unique interpretive center for North Dakota's legacies and lifestyles connected with what is generally referred to as the "Cowboy Culture of the American West." The center will feature special exhibits, interactive displays, art and photo galleries, video presentations, "living" culture demonstrations, archives, research library, education lectures and workshops, western entertainment events, and a specialty gift shop.

The initial facility for the Center will be a 6,400 square foot building in downtown Medora. There is an adjoining 5,000 square foot lot available for future development. The building and lot were leased to the NDCHF by the Theodore Roosevelt Medora Foundation (TRMF) of Bismarck, N.D. for a one hundred years at \$1.00 per year. The effective date of the lease agreement was January 2000.

The North Dakota Cowboy Hall of Fame, Inc., a not-for-profit corporation with 501(c)(3) status, registered and based in Bismarck, N.D, will operate the Center. The Center's business enterprise in Medora will be operated during a five-month period from April through September with target marketing directed at the months of June, July and August. Admission will be charged to the general public with a projected attendance of 50,000 people a year.

Operations and activities will be administered under policies, procedures and plans approved by the NDCHF Board of Directors. Center operations and staff supervision will be under the management of the NDCHF Executive Director.

LOCATION

The NDCHF's business office is located in Bismarck. The Theodore Roosevelt Medora Foundation (TRMF) provides NDCHF with free office space and secretarial services at the TRMF Bismarck office.

The NDCHF cultural and heritage center will be located in Medora. Medora has the advantage of being the center of the state's ranching industry and is also North Dakota's number one tourist attraction. The Hall of Fame will be located in the present Museum of the Badlands building in downtown Medora. Additional administrative support will likely be sought from TRMF, which operates the Medora Musical, Roughrider Hotel, Badlands Motel, and other attractions in Medora. NDCHF shares office space with the foundation at 1110 College Drive, Suite 212, Bismarck, North Dakota.

OWNERSHIP

The North Dakota Cowboy Hall of Fame, Inc. was registered in North Dakota in 1995. It has 501 (c)(3) status from the IRS and has been and will be operated as a non-profit corporation. This form of corporate status was chosen because it best reflects the organization's operating philosophies. There are 850 charter members and more than 650 who are annual dues paying members from across the state and nation. Members include ranchers, cowboys, Native Americans, historians, kids with a dream, two U.S. Senators, a Judge and an acclaimed opera soprano. There are 15 members on the Board of Directors and more than 180 others who contribute \$200 a year to act as Trustees who aid in making key decisions and selecting Honorees for the Hall. The Charter and annual members as well as those who settled the plains are the owners of the Hall of Fame.



HISTORY OF BUSINESS

This project has been the dream of hundreds for many years. In early 1995, NDCHF Founders Evelyn Neuens and Phil Baird organized several state-wide meetings to determine the interest in establishing a "North Dakota Rodeo Hall of Fame." There was substantial interest not just in the initial concept, but in a broader plan for a center focused on both North Dakota ranching and rodeo. The strong public interest justified a formal state-wide effort to proceed with the development of the project.

By March of 1995, a 12-member board of directors was established and legal resources were secured to formulate organizational bylaws and to submit a successful application for 501(c)(3) status as a North Dakota non-profit corporation. An official logo was adopted and the hall received its first corporate contribution of \$10,000 in June of 1995 to develop a marketing plan, order print advertising and disseminate public relations materials. By the end of the year, the Hall's board developed a plan and prepared information packets to accept nominations for any N.D. community to be considered as a "home" site for the Hall.

A charter membership fund-raising campaign was kicked off in 1996 following the first annual membership meeting in Killdeer, N. D.

The Hall's first organizational newsletter, the Cowboy Chronicle, was published in the spring. Nine communities submitted bids to be considered as site nominees.

After a year-long review process including on-site tours, the NDCHF board narrowed the field to four North Dakota communities. A direct mail fund-raising campaign was organized and conducted in the fall.

In February 1997, the NDCHF announced that Medora was selected as the home site for the Hall. The Theodore Roosevelt Medora Foundation proposed the Hall of Fame as the centerpiece of a "Center of the American West". The NDCHF Board held its first comprehensive visioning and planning meeting.

Two major outcomes were identifying Hall design themes and establishing categories and criteria for the Hall of Honorees. Another significant outcome was the decision to establish a full time administrative office.

Regent, North Dakota native Darrell Dorgan was selected as the first NDCHF Executive Director in January of 1997. In January, NDCHF in conjunction with the North Dakota Humanities Council began a state-wide series of history seminars. The series is also sponsored by the KX television network and immediately provided visibility for the organization.

A plan to organize NDCHF Trustees on a state-wide basis was implemented in 1997 with nearly 200 individuals confirmed to represent 12 districts in the state. The first NDCHF Trustees meeting was held in February and the nomination process for Hall of Fame inductions was finalized. A second fund-raising campaign was initiated later in the year and in-depth planning continued for the Hall's development.

The sale of NDCHF limited edition rifles was approved during the winter of 1997-98. Cultural preservation activities were begun with interviews and video documentation. In conjunction with the annual Home on the Range Champions Ride at Sentinel Butte, the first N. D. Cowboy Hall of Fame inductee ceremonies were held in Medora in August of 1998. The establishment

of a planned giving program to raise funds in the form of stock and cash contributions was started.

Before his death in 1999, Eddy County rancher Jim Langley contributed a special western saddle collection to the Hall. That summer the American State Bank and Trust Company of Dickinson donated a rare and historically significant photo collection. By fall, the Theodore Roosevelt Medora Foundation and the Hall finalized a long-term lease arrangement to convert the facilities housing Medora's Museum of the Badlands over to the Hall. The NDCHF promptly established a building committee and hired an architect for construction planning of a Center of Western Heritage and Cultures: Native American, Ranching and Rodeo. Draft business and fund raising plans were completed in January 2000 and efforts began to raise the two million dollars needed to build the facility.



DESCRIPTION OF BUSINESS

The Hall of Fame will include a Hall of Honorees to highlight the lives of people and events instrumental in settling the plains and an archival library that will be connected via the Internet with other libraries including the Library of Congress.

It will allow for research by writers, historians and others interested in western history and genealogy. Another major part of the project will be audio and video capabilities to record the rich histories of people and events that helped shape the character of the plains.

Videos, computers, the Internet, live presentations and hands-on presentations will provide visitors with a feeling of what has made the West unique for trail drivers, homesteaders, cowboys and ranchers like Teddy Roosevelt.

The Hall of Fame will be an additional attraction in a community where there is a lack of quality attractions. It will succeed because of the 500,000 visitors a year that visit Medora. There is no competition to the facility as it is now planned.



GOALS AND OBJECTIVES

Two years ago the Hall of Fame began using video equipment to record the rich histories of individuals. It is part of the on going effort preserve the area's heritage, history and culture. Many of those who have first hand knowledge of this lifestyle are elderly and when they pass on, history goes with them. Once open, the Hall of Fame will have those video histories on file for future generations to view and use to celebrate a history unique to the world.

We are also gathering artifacts and memorabilia representing all aspects of Native American culture, ranching, rodeo and western heritage events. The interviews, information and memorabilia will be used to honor and showcase outstanding achievements and contributions to the state's western heritage.

The NDCHF also has and will continue to run an outreach program to promote the participation of youth in western heritage and related events.

The goals and objectives will achieve the basic objectives:

1. Cultural Preservation.
2. A larger state and regional tourism base.
3. Adding to the local economic base.
4. Expanded employment opportunities.

The economics of rural America are changing. To preserve the status quo, new ways to create jobs and income must be developed. This project is the beginning of that effort. This is history that must be saved now or lost forever. Life on the plains is quickly changing. North Dakota continues to lose population and the median age is climbing rapidly, especially the counties in Western North Dakota (please view attachments). The state's population was recorded at 650,000 in 1990. New estimates place it at 632,000 to 641,000 in 1996 and because the median age is high, the number of births continues to fall (half the state's cities now have fewer than 200 residents).

A 21 county area of Western North Dakota has been the hardest hit by the population and economic free-fall. In 1990, the population of the counties was 196,346. In 1996, the population had dropped to 189,292, a decrease of about four-percent.

The median age is now well above the national average and childbirths have reached an all time low (only 8,000 children were born in North Dakota in 1998 which is half the number that were born in 1962).

The traditions of the area are now in danger of being lost as the move from rural to urban areas continues.

The Hall of Fame will also provide badly needed employment. It is estimated twenty full and part time jobs will be created and it will provide stability and continuity to a rural workforce now in the grips of a recession.

PRODUCTS AND SERVICES

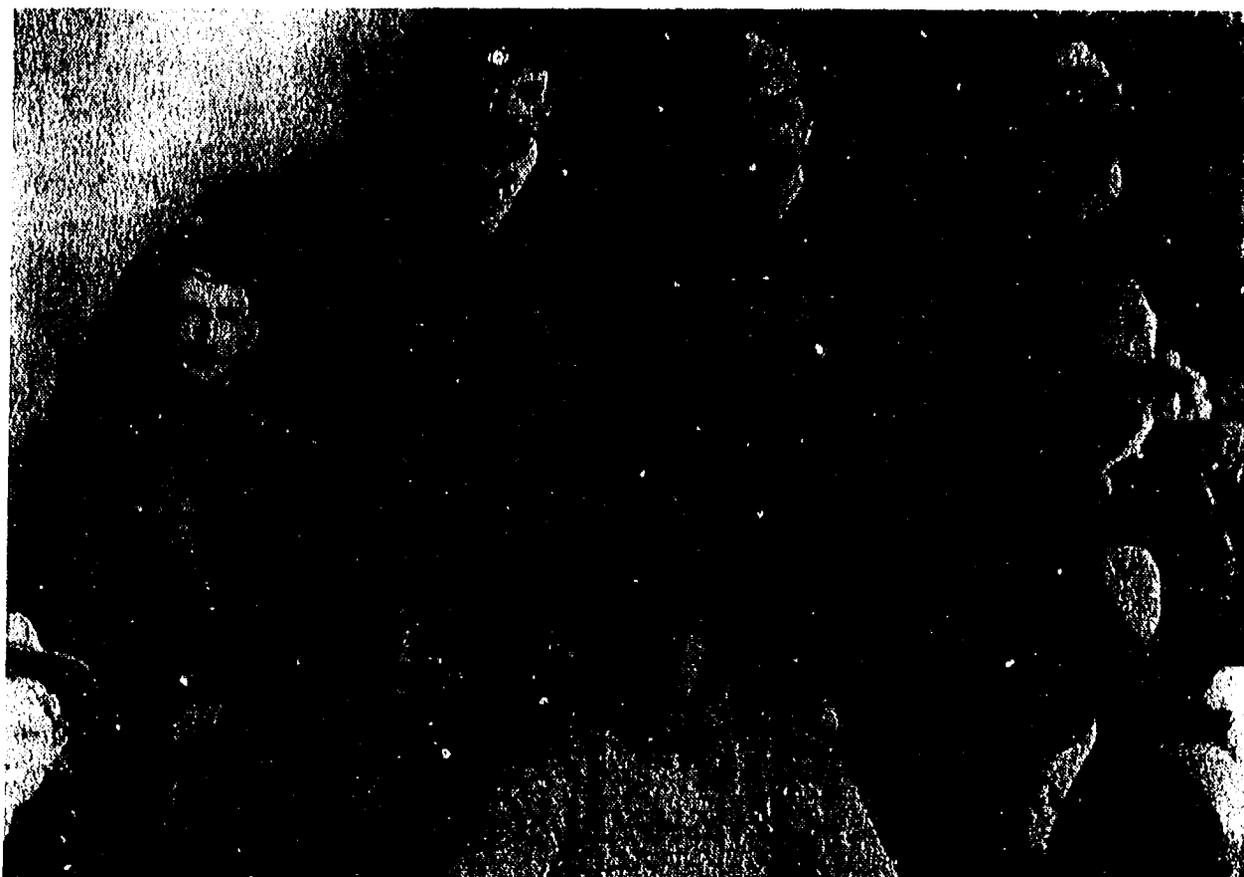
The products and services offered to the public by the Hall of Fame are information and entertainment. The entertainment will be in the form of books, movies, videos and performers who will demonstrate these stories, techniques and arts. Visitors will be able to use information screens and computers to access more information from the NDCHF archives. There will also be documentaries custom made for the Hall of Fame. The documentaries will tell the stories of many of those in the Hall of Honorees. Eventually the Hall will feature computer terminals in a library area that will allow visitors to enter names and find sources of written information and videos. The Hall will also be connected via the internet with the Heritage Center in Bismarck and other libraries across the country allowing for research for professionals and people interested in their genealogy.

The NDCHF will also offer a gift and bookshop as well as galleries for original art works, paintings, photos and sculpture.

In the photo gallery area, a company is working on a plan to use flat-framed LCD screens. By scanning the photos, the entire gallery content could be changed in a matter of seconds several times a day.

If film or video of Hall of Honoree Inductees or of family members is available, visitors can simply punch a button in one of several small viewing areas to view the video or pictures.

The nearest center even remotely similar to the Hall of Fame is in Cody, Wyoming more than 600 miles to the southwest. The Buffalo Bill Interpretive Center draws more than quarter million visitors a year. There are no competitors in the Medora area.



FINANCING

With the acquisition of the former Museum of the Badlands in Medora, The photo and saddle collection and pledges, the Cowboy Hall of Fame ended 1999 with assets of more than \$1,000,000.

1997

Income	Expenses	Net Income	Cash Balance	Pledges
\$33,295	\$19,968	\$13,327	\$34,998	\$12,700

1998

(AUDIT AVAILABLE)

\$180,934	\$113,870	\$67,064	\$116,755	\$12,700
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1999

\$113,501	\$101,038	\$12,462	\$22,871	\$27,400
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TOTAL NET ASSESTS AND LIABILITIES 12/31/99

Cash	\$22,871
C.D.	\$10,647
Investments-ICA	\$31,698
Norwest Stock	\$24,295
Pledges	\$27,400

Building	\$1,000,000
Photo Collection	\$ 77,000
Saddle Collection	\$ 27,000
TOTAL ASSETS	\$1,104,000

NDCHF needs about \$250,000 in interim financing to pay for fundraising, planning and miscellaneous costs associated with a new project. This funding could be obtained through local banks using artifacts gifted to the NDCHF as collateral but the NDCHF would prefer to use other grant sources. The NDCHF has about \$100,000 in unrestricted money in the bank that can be used for architect fees. The rest has to be raised from individual donors, foundations and governmental agencies. Money to fund day-to-day administrative functions and pay staff expenses and salaries has been and will continue to be raised through membership dues, auctions and raffles.

Management plans to identify 30 to 40 individuals in the Dickinson and Medora area with known resources and an interest in this project and seek contributions of \$10,000 to \$25,000. It is hoped this effort will raise \$250,000 by the end of 2000 from these sources and ideally this money could be used for interim financing.

Anticipated planning and interim costs are as follows:

NDCHF operating expenses	\$120,000
Architectural/engineering	\$100,000
Fundraising costs	\$ 30,000
Misc. costs	<u>\$ 10,000</u>
Total costs	\$260,000

Proposed sources of funding to cover interim costs are as follows:

NDCHF unrestricted cash	\$100,000.00
Bank loans	If needed
Donations	<u>\$ 250,000.00</u>
Total	\$ 350,000.00

The costs to occupy, renovate, stock and staff the NDCHF are estimated at two million dollars. Management is currently working with the Rockefeller Foundation, the National Endowment for the Humanities, Burlington Resources, the Amoco Foundation, the Bush Foundation and the National Endowment for the Arts as well as a select group of individuals with major financial resources and a deep interest in western history. There are numerous other smaller funding sources that have been contacted.

Executive Director, Darrell Dorgan, was in Washington in January to discuss a half million-dollar challenge grant from the National Endowment for the Humanities. Interestingly, they verbally agreed that the NDCHF could use the value of the building in Medora as part of the match. The Bush Foundation is sending someone to Bismarck to discuss a capital grant.



MARKET ANALYSIS

There are 500,000 people a year who visit Medora and the Theodore Roosevelt National Park. Visitors to the park will enter within sight of the Hall of Fame. Medora sits along side I-94 and is a major tourist destination. Highway 85, which runs from Canada to Mexico, is just 15 miles east of Medora and access is easy.

The Medora Musical, which charges \$19 for an adult ticket draws 115,000 visitors a year. Based on visitation to the city, location, the interest in the history and culture of the west and continuing special events, the Hall of Fame should draw a minimum of 50,000 visitors annually. By comparison, the Dakota Dinosaur Museum, located in Dickinson, North Dakota, draws 25,000 people a year. Dickinson is located 35 miles to the east of Medora and is not tourism destination spot.

The past two years the Hall of Fame has had its first two induction ceremonies in Medora. Last year's ceremony drew more than 850 participants and had six radio stations carrying the ceremony live (for free).

It's notable that the weekends of the Hall of Fame inductions have been the two biggest business weekends in the history of Medora (source: Randy Hatzenbuehler, CEO of the Theodore Roosevelt Medora Foundation).

NDCHF recently toured the National Cowboy Hall of Fame in Oklahoma City, The Gilcrease Museum in Tulsa, Oklahoma and the Buffalo Bill Cody Museum in Wyoming. The NDCHF knows by the mistakes others have made what will make this facility attractive to tourists and history enthusiasts. The NDCHF has an advantage because it is the only game for 600 miles.

NDCHF is at a disadvantage: This is a facility that has an operating window of just five months a year. Tourism is a non-industry outside of May, June, July, August and September in North Dakota. For practical purposes the season is three months: June, July and August. Because of the short season we must make the facility attractive to repeat visitors. This can be done by rotating special exhibits. The short season does have a one positive effect on the project. By only opening five months a year, operating costs will be low.

MARKETING STRATEGY

The Hall of Fame will be largely will be dependent on attracting visitors from the half million people a year who visit Medora and pass within 100 yards of the Hall of Fame entering the Theodore Roosevelt National Park. The Medora Musical draws more than 115,000 visitors a year and other than the park and the musical, there is little for visitors to do. This will be an added attraction. NDCHF will also promote media stories and use billboards for promotion. Medora also has about 200 tour busses a year spend a day or two in the community. The Hall of Fame will work with the Theodore Roosevelt Medora Foundation to attract the visitors brought to the city by the bus companies. The Hall of Fame also has more than 850 charter and annual members that have a vested interested in visiting annually with family and friends.

SALES REVENUE

Expected admission prices will be \$5.00 for adults and \$2.50 for children (it could be higher). If half of the annual visitors were adults that would mean more than \$180,000 a year in annual revenue from gate receipts alone. The estimated cost of running the building is \$50,000 a year. There would also be receipts from a book store and gift shop to add to the profit. With 50,000 visitors a year the Hall of Fame would have a profit of more than \$130,000 a year.

CUSTOMER SERVICE

NDCHF will work out an arrangement with TRMF to staff the entrances and shops. It is planned to use retired couples as facilitators within the Hall of Fame. They will be unpaid but will receive free room and board for their services. Retired ranchers interact well with people are interested in the history and heritage we are trying to preserve. They can provide answers to questions and about the lifestyle and the area.

ADVERTISING

The name, The North Dakota Cowboy Hall of Fame is one of the states better known. It receives statewide media attention several times a year and has never purchased advertising. The official name is the North Dakota Cowboy Hall of Fame, Center of Western Heritage and Cultures: Native American, Ranching and Rodeo.

The slogan is "Preserving yesterday and today for tomorrow". NDCHF will work closely with the North Dakota Humanities Council and conduct programs in the state's eight key metropolitan areas each January and February. As stated earlier the two largest business weekends ever experienced in Medora were during the first two rounds of inductions. Loyalty comes from the members and the public that will see that their heritage is being preserved.

MANAGEMENT AND STAFFING

Day-to-day management will be the responsibility of the Executive Director who is appointed by the Board of Directors.

He will direct and oversee the work of the development coordinator, curator, researchers, site employees, volunteers and eventually re-enactors. The biggest present weakness is a lack of staff, which can be alleviated as the project moves forward. The present lack of staff may prove to be a positive because the Executive Director will know the jobs of everyone eventually hired.

It will take a minimum of ten individuals to operate the site and about half will be year around, full time employees. The full time employees will be professionals.

CRITICAL RISKS AND CHALLENGES

Cash flow problems are the biggest risk. There will likely be a serious cash flow problem during the period of construction. A nation-wide fund raising effort has been started and has the interest of several foundations. But getting from the point of interest to giving is a long and often tedious road. NDCHF is prepared to use short term financing to keep the project on track.

SB 2195
2/13/01

SHANDA MARIE DOAN
MISS RODEO NORTH DAKOTA 1999

24401 62nd Ave. SE
McKenzie, ND 58553
701-673-3441

Good morning Chairman Timm and Committee Members:

My name is Shanda Doan, I am a senior at the University of Wyoming majoring in Agricultural Business & Applied Economics and Communications. I am also an active rodeo competitor in barrel racing in college and other associations. My future plans include returning to North Dakota to work in the promotional field of rodeo.

As the former Miss Rodeo North Dakota 1999 and 3rd Runner-up to Miss Rodeo America 2000, I have the privilege of being intimately involved in the rodeo world both as a competitor and ambassador for the western way of life. North Dakota is very fortunate to have had a number of World Champions including Brad Gjermundson - 4 time world champion saddle bronc rider, Alvin Nelson, Pete Fredricks, the Tescher Brothers, as well as one Miss Rodeo America - Brenda Lee Bonogofsky. In the Miss Rodeo America competition North Dakota has been very lucky to have numerous young horsewomen, including myself, place in the top ten. Our high school and college teams have done equally as well with Justin Hermanson winning the bullriding at the National High School Finals this past July, making Justin and his father, Darrell, the only father/son team to ever win a bullriding National High School championship. This speaks well for the high quality of representation from our state in the rodeo world.

As well as honoring rodeo legends, this Hall of Fame also recognizes ranchers, and ranches that have themselves been a great part of North Dakota's history. Growing up on a ranch homesteaded in 1882 by my Great-Great Grandfather, I feel this would help honor our western heritage. Up to this point North Dakota has not had a proper place to honor our western heroes. The western way of life is the backbone of the state and it is only fitting that we be able to pay tribute to these unsung heroes that have helped keep our heritage alive with their hard work, dedication and determination.

I respectfully ask your support on SB 2195.

Thank you.

To; ND House Appropriations
From: Janice Rustad, Kindred, ND
Re: SB 2195 and ND Cowboy Hall of Fame

I would like to focus primarily on the ranching heritage we need to preserve in North Dakota. The trustees of the Cowboy Hall of Fame are researching the ranches and ranchers who settled in North Dakota and made a living off of the land. Whether we are from the Eastern part of our state or the West, there are multitudes of stories that need to be recorded.

There are stories about trailing huge herds of cattle thousands of miles in the 1800's and in the 1930's and '40's driving cattle from ranches to the nearest railhead for shipment to South Saint Paul and Chicago markets.

Those who reminisce about these cowboys always mention the difficult weather conditions--heat and dust in the summer and week-long blizzards in the winter. They worked hard but they also found time for fun, quite often the sport of rodeo.

We have heard stories of the historical ranches like the Eaton Ranch near Medora where Custer camped on his way to his "Last Stand". There is the ranch land near Medora where Teddy Roosevelt had a cabin and rode and herded cattle. But we are also aware of the Birdhead Ranch in northern North Dakota, Native American ranches in the Missouri River area and the Bohnsack Ranch in the South East near Lisbon, owned and operated by a young woman.

Who are we doing this for? To honor ranchers and cowboys from years ago who helped ranching in North Dakota; to learn new information for our generation; to pass an important heritage on to our children and grandchildren. Also, very importantly, to offer this information to tourists from around the world who will pass through Medora, visit the Cowboy Hall of Fame and possibly say in essence what Teddy Roosevelt said, "I would not be the person I am today, had I not passed through North Dakota.

I would ask you to seriously consider voting yes on SB 2195.

Thank you.

Janice Rustad