

CHIEF METEOROLOGIST

Daley

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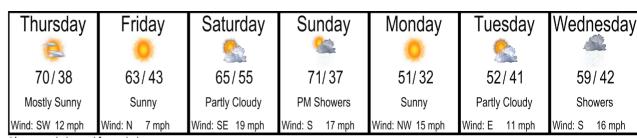
StormTRACKER Forecast

Clouds clear through the day and temperatures warm to the low 70s. Mostly sunny skies again ťomorrów.

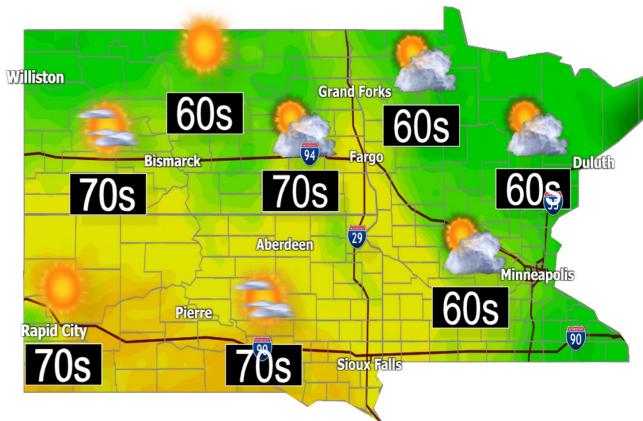
Almanac Through 12 AM Wednesday Temperature

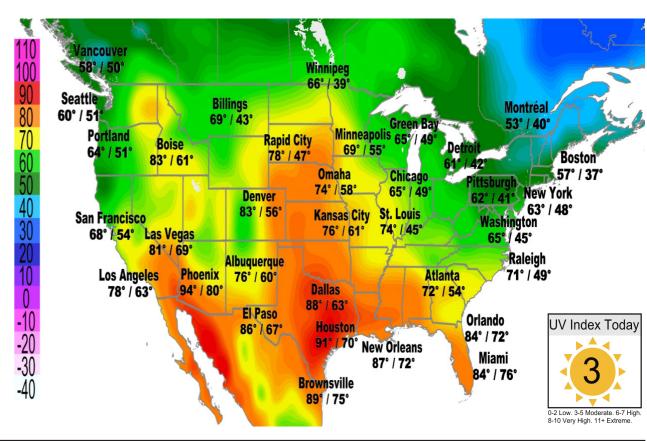
	remperature			підп		LOW
	Tuesday			55°		34°
	Normal			60°		37°
	Record	86°	in	1966	15° i	in 1976
	Precipitation				In	Inches
	Tuesday					0
	Month To Dat	е				.01"
	Departure Fro	m A	vg	Month	To Date	-0.45"
	Year To Date					15.42"
	Departure Fro	m A	vg	Year T	o Date	-2.34"

Sunrise: 7:44 a.m.	Sunset: 6:58 p.m.			
N 4 B L 4		oday Tomorrow		
North Dakota	Hi	Lo	Hi	Lo
Bismarck	71	41	67	52
Fargo	73	49	66	45
Medora	73	37	71	51
Minot	70	39	66	50
Williston	70	36	70	52
	Too	lay	Tomorrow	
Minnesota	Hi	Lo	Hi	Lo
Alexandria	70	48	63	41
Duluth	65	53	59	45
International Falls	65	43	58	35
Minneapolis	69	55	67	42
Rochester	68	56	69	41



*Average wind speed for each day







John M. Steiner / The Jamestown Sun The North Dakota Tourism and Marketing Division wants to see Bison World come to fruition, according to Sara Otte Coleman, tourism and marketing director for the North Dakota Department of Commerce.

BISON WORLD

CONTINUED from A1

and take advantage of that 65 years of branding that we already have," Ostlie said.

He also said the return on investment into Bison World is a "no brainer."

"It's not just a Jamestown project; it's a state project," he said.

For an example of the sales tax value of Bison World, Haukaas said the average sales tax revenue generated by a day tripper to the state is \$9.60. When an overnight stay is included, the sales tax revenue could increase from \$9.60 to \$31, he said. The sales

tax revenue could be

more than \$15 million per year with 500,000 individual guests or over \$10 million per year with 500,000 guests who come in groups of three.

'That doesn't even touch on the fact of like the other tertiary businesses and supply chains and economic multiple effects and all this other type of benefit this is directly attributable," he said.

Haukaas said tourism helps capture the workforce and families.

"Tourism infrastructure is workforce infra-

structure," he said. Haukaas said a good work-life balance is equivalent to a 26% pay premium. He said 74%



John M. Steiner / The Jamestown Sun

Emily Bivens, executive director of the Jamestown Area Chamber of Commerce and Jamestown Tourism, welcomes attendees to the North Dakota Tourism and Marketing Division's Travel Industry Marketing Summit.

of workers prioritize quality of life, attractions, events and things to do more than just high pay, and 68% of people rate community connection as more important than pay.

"People are willing to take a 10% pay premium reduction," he said. "It's basically a little bit of a

drop in pay, just to be someplace that they know they like when they have had that type of experience of, 'Oh, I could live here.'

Otte Coleman said tourism attractions help recruit and attract workers.

"Tourism attractions that you're going to take your family to when they come to visit from out state are the things that you know you like to do or that your family likes to do and it just enhances our quality of life," she said.

Otte Coleman said the location for the project gives people another stopping point along I-94

where they can spend a significant amount of time. She also said the state needs tourism attractions for all four seasons and not just the traditional summer trav-

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