



## Fact Sheet

**The Fargo-Moorhead Convention and Visitors Bureau (FM CVB) was formally incorporated in 1981 as the official sales and marketing organization for the communities of Fargo, North Dakota, and Moorhead, Minnesota.**

A not-for-profit organization, the FM CVB is funded by a lodging tax collected from the two cities and is governed by a nine member board of directors. The FM CVB represents 45 motels and hotels in Fargo Moorhead, approximately 350 restaurants and more than 22 attractions.

### Official Visitor Center

The FM CVB operates a visitor information center at exit 348 on Interstate 94, just off 45th Street South. The visitor center, designed to resemble a prairie grain elevator, is staffed year-round to assist leisure and business travelers with local and regional information. The center hosts an average of 21,515 visitors each year, and has registered residents from all 50 states, most Canadian provinces and multiple international locations.

The visitors center is also home to the bureau's offices and the Walk of Fame attraction, a collection of more than 100 celebrity signatures, handprints and footprints cast in cement. The free attraction showcases individuals or groups made famous through music, the arts, politics, sports and more.

Tour buses use the grounds of the visitors center for a picnic lunch stop during the summer months, allowing time for a visit to the Walk of Fame

### Services

FM CVB provides a variety of services – most complimentary and some for a nominal fee – designed to make events, conferences, tours or tournaments run smoothly, and any type of visitor experience a warm welcome.

#### Services for tour planners

- Hospitality liaisons
- City tours/step-on guides
- Welcome receptions
- Customized tour itineraries
- Community information, maps, brochures, photos

#### Event services

- Pre-registration assistance
- Housing bureau
- On-site and online registration
- Welcome banners, information and directional posters
- Assistance with speakers and entertainment
- Media and press release assistance; arrange for dignitary welcomes
- Transportation and shuttle service
- Guest and family programs
- Name badges

### **Meeting and convention committee assistance**

- Complimentary formal, confidential bid proposals
- Coordination of site inspections
- Assistance with bidding process for regional and national events
- Assistance with promotion of the event
- Liaison to the community

### **Complimentary services for athletic event and tournament planners**

- Draft bid proposals and presentations
- Research of available dates and venues for events
- Facility tours; lodging and arrangements for site visits
- Media and press release assistance
- Coordinate transportation necessities
- Assistance with event marketing and promotion
- Provide team-friendly lodging room rates
- Secure area discounts from restaurants
- Provide information on attractions, the area and navigation maps
- Handle on-site requirements prior to the event

### **Industry affiliations and memberships**

#### **National and International**

American Society of Association Executives (ASAE)

Association for Convention Marketing Executives (ACME)

Association for Convention Operations and Management (ACOM)

Christian Meeting and Convention Association (CMCA)

Destination Marketing Association International (DMAI) formerly  
International Association of Convention & Visitors Bureaus (IACVB)

Hospitality Sales and Marketing Association International (HSMIAI)

Meeting Planners International (MPI)

Professional Convention Management Association (PCMA)

Pyrotechnics Guild International (PGI)

Society of Government Meeting Planners (SGMP)

### **Travel Trade and Journalism**

American Bus Association (ABA)

Bank Travel Association

Heritage Club International

International Motorcoach Group (IMG)

National Tour Association (NTA)

Ontario Motorcoach Association (OMCA)

Travel Alliance Partners (TAP)

United State Travel Association (USTA), formerly Travel Industry Assoc. (TIA)

### **Athletics**

National Association of Sports Commissions (NASC)

Amateur Athletic Union (AAU)

### **Associations & Organizations: State and Regional**

Minnesota Society of Association Executives (MSAE)

Minnesota Association of Convention & Visitors Bureaus (MACVB)

Explore Minnesota Tourism (EMT)

Destination Marketing Association of North Dakota (DMAND)

North Dakota Tourism Alliance Partnership (TAP)

North Dakota Tourism Promotion

### **Local Organizations**

Fargo AirSho Committee

Fargo-Moorhead Lodging Association

Red River Area Attractions Association