

CVB unveils New Slogan, honors Award Winners

Williston Economic Development
By Barbara Peterson



The Williston Convention and Visitors Bureau (CVB) held its annual meeting and appreciation luncheon on Tuesday, February 18 at the Williston Area Recreation Center. The CVB recognized highlights from the 2019 tourism season, gave a preview of 2020 and paid tribute to tourism leaders. The CVB also debuted a new marketing slogan and its new 2020 Visitor's Guide.

"We sought a new message that was more appealing to local residents," explained Amy Krueger, CVB executive director.

The new "Tap Into The Energy" slogan is featured on the cover of the new Visitor's Guide along with a mix of amateur and professional photos.

"We will be using real people's images as much as we can in our branding," Krueger said.

In addition to unveiling the new Visitor's Guide, the CVB recognized nine tourism leaders, programs and projects:

Hospitality Employees of the Year - Zak Wells of Hawthorn Suites and Lizzie Hendrickson of Motel 6

Hospitality Leaders of the Year - Zack Audette of Lewis & Clark State Park and Lexi Lindenberg of Holiday Inn Express and Suites

Event of the Year - Ballin' in the Basin

Attraction of the Year – Safari Trampoline Park

Tourism Organization of the Year – Upper Missouri Valley Fair

Partner of the Year – Triangle Electric

Tourism Champion of the Year – Brad Peterson of Strike Zone

The CVB also announced it will be making changes to one of its signature events in 2020. This year, Band Day will start at 12 p.m. and follow a new route on 18th Street due to construction.

“We will begin at noon to allow us a bit of time for the weather to warm up and for out-of-town bands to travel. Some eastern Montana bands would have to leave at 3 in the morning (to get to Williston in time for the original 10 a.m. start),” Krueger said. “We will stage at Cutting Field and go the other way on 18th Street (because of construction),” Krueger added.

She also announced one of the featured Band Day bands will be the Kansas City Chiefs Drumline.