

A man wearing a cap, glasses, and a vest is fishing in a river. He is standing on a rock in the water, holding a fishing rod. A dog is sitting on the grassy bank to the left. The background shows a grassy hillside and a blue sky with scattered clouds.

# North Dakota Tourism Industry Newsletter

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March 30, 2021



## Shuttered Venue Operators Grant



*Accepting applications starting on April 8*

**[sba.gov/svogrant](https://sba.gov/svogrant)**



## Shuttered venues getting relief through American Rescue Plan

The recently-passed American Rescue Plan will provide needed financial relief to businesses impacted by the coronavirus pandemic.

The new law provides more than \$28 billion in [relief to restaurants and bars](#) through the Restaurant Revitalization Fund and \$16 billion in grants to venues shuttered during the pandemic through the [Shuttered Venues Operators Grant](#) (SVOG). The SVOG program will begin accepting applications on April 8 and venues are encouraged to begin preparing now to apply. [Click here for application details.](#)

Those eligible for SVOG funding include live venue operators or promoters, theatrical producers, live performing arts organization operators, relevant museum operators, zoos and aquariums meeting specific criteria, motion picture theater operators and talent representatives.

## Time running out to apply for Hospitality Economic Resiliency Grant PLUS round 2 funds

The deadline for submitting applications for the Hospitality Economic Resiliency Grant PLUS, round two is April 1 at 5 p.m. CDT. Act now to take advantage of this program.

The grant will focus on businesses in the lodging sector. Many of these businesses continue to suffer from the continued impact of the COVID-19 pandemic. While these businesses face dramatic declines in revenue, they continue to be pillars in both rural and urban communities across North Dakota. Funds can be used to reimburse eligible entities for costs in operations, like payroll, rent, utilities and other expenses that comply with federal guidelines. [Click here for more information.](#)



## Legislative Update

The Tourism Division budget found in HB 2018 continues to be worked on by the House Appropriations Education and Environment Division. The committee has discussed an additional \$5 million in one-time funding for destination marketing to the \$7 million proposed by the Senate. The committee is currently looking into removing all or part of the tourism marketing funds from the general fund budget and replacing them with \$12 million in COVID-19 relief funds allocated to the state.

Additionally, the Commerce Department proposed several initiatives to use remaining CARES Act dollars, addressed in HB 1395, previously allocated to the department for grants. The request included several tourism- and marketing-specific programs, including:

- Grants to Destination Marketing Organizations to fund local marketing.
- Welcome Back Canadian promotional campaign.
- Hospitality Economic Resiliency Grant PLUS, round 3 – to provide additional assistance to larger hotels, those with conference facilities and additional hotels with shared ownerships.
- Destination marketing and state image advertising. These dollars would need to be used by December 2021 and therefore should be looked at as supplementary and not replacement funds.

## Outdoor bills receive overwhelming support; signed by Gov. Burgum

After receiving support in the North Dakota House and Senate, five outdoor-facing bills were recently signed by Gov. Doug Burgum and five others are awaiting the governor's signature. Eight of the 10 deal with hunting issues:

### Outdoor bills signed by the Governor

- [HB 1097](#) – Passed House 93-0, passed Senate 47-0. Continues the appropriation of the state park gift fund that can receive land and monetary gifts; provides for approval of expenditures over \$50,000 by the emergency commission.
- [HB 1113](#) – Passed House 94-0, passed Senate 47-0. Requires written permission from landowner or an individual authorized by the owner to place bait for the purpose of attracting wildlife and to install camera/video equipment; set penalties.
- [HB 1218](#) – Passed House 92-0, passed Senate 46-1. Nonresidents who own land in North Dakota may hunt during the first seven days of the pheasant season on land they enroll in the Private Land Open to Sportsmen (PLOTS) program.

- [HB 1242](#) – Passed House 91-0, Passed senate 45-2. An individual who was issued an apprentice hunter validation license in 2020-21 may receive another one.
- [HB 1357](#) – Passed House 92-2, Passed senate 47-0. Allows a second state park permit to be purchased within a household for \$20.

### **Outdoor bills that have passed both houses awaiting Governor’s action**

- [HB 1081](#) – Passed House 68-25, passed Senate 40-7. Dealing with access to and activities including vehicular use (while hunting) on trust lands.
- [HB 1221](#) – Passed House 65-26, passed Senate 45-2. Provides an exemption for non-recorded written agreements from prohibition against severing hunting rights from surface estates that existed prior to the law forbidding the separation of those rights in a sale of surface property.
- [SB 2036](#) – Passed House 91-2, passed Senate 45-2. Expands and continues legislative management study regarding access to lands and electronic posting.
- [SB 2144](#) – Passed House 86-6, passed Senate 45-2. Amends a section of century code relating to criminal trespass and electronic posting, including an individual would be guilty of a class B misdemeanor by entering an enclosed fence unless the individual is a licensed hunter or angler who is lawfully hunting or fishing, and allows the option to designate the land as posted or closed to hunting either by sign, enclosing an area with a fence able to hold cattle or on an online database or other electronic application.
- [HB 1411](#) – Passed House 92-2, passed Senate 47-0. Returned to house for Speaker’s signature - relating to hunting at night with artificial light and night vision optics.

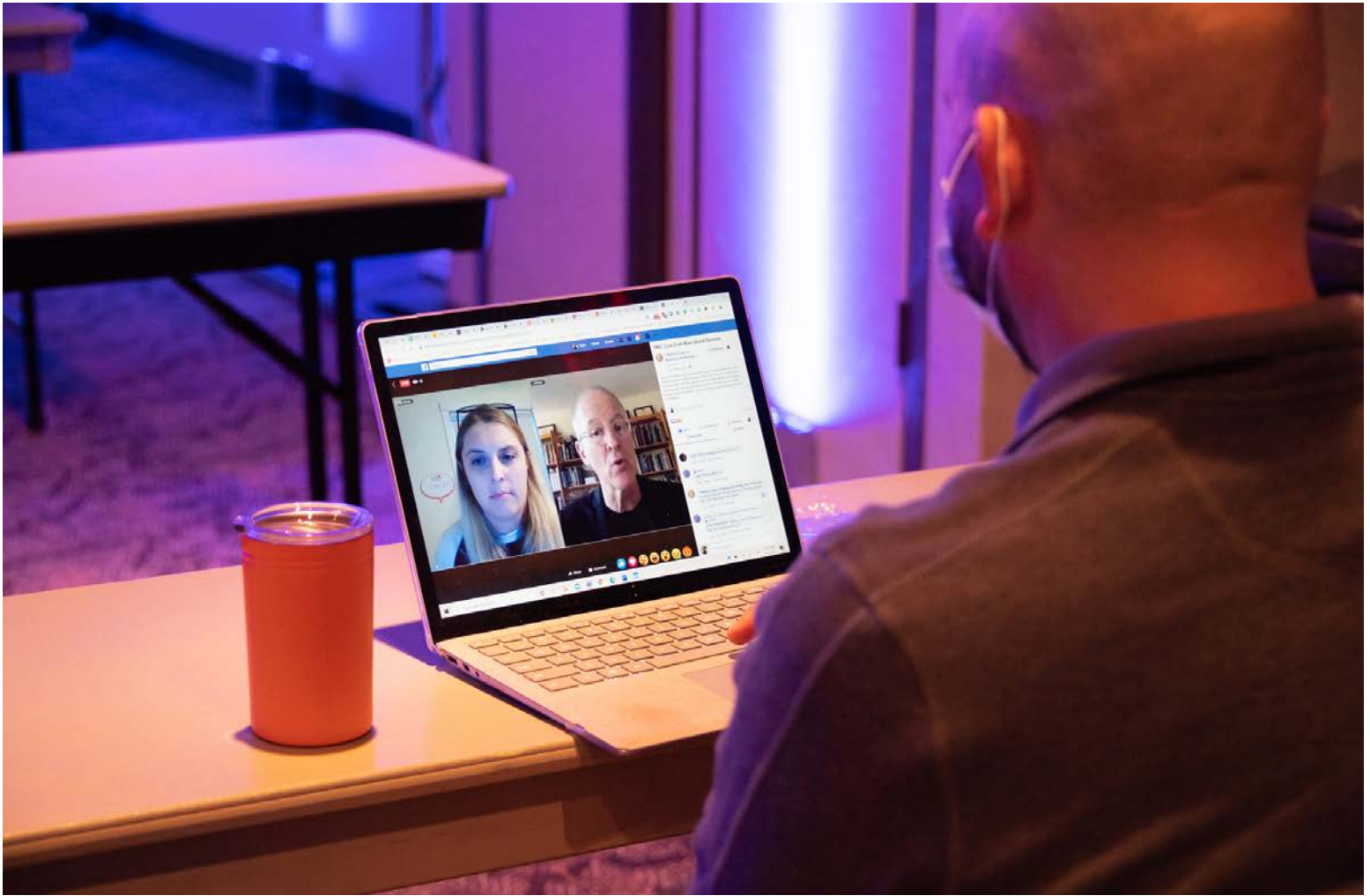
### **Other pending legislation with the potential to impact tourism industry**

- [HB 1019](#) – Includes \$7.5 million from the Strategic Investment and Improvements Fund (SIIF) for deferred maintenance and \$3 million from SIIF for capital projects at the International Peace Gardens. Also

recommendation transferring the Lewis and Clark Interpretive Center from North Dakota Parks and Recreation to the State Historical Society.

- [HB 1298](#) – Bill restricting participation of transgender athletes was amended by the Senate to a study and now goes back to the House for concurrence on amendments. The bill previously passed the House 65-26.
- [HB 1425](#) – Would invest 20 percent of Legacy Fund Legacy investments into North Dakota products. The bill also includes the administration of a revolving loan fund for infrastructure projects.
- [HB 1431](#) – Bonding proposal for \$680 million bond fund utilizing Legacy Fund earnings to provide funding for infrastructure projects, with a focus on major flood control projects, as well as transportation, agriculture and education. This bill includes \$70 million to the Highway Fund. An amendment was adopted by the committee to appropriate \$10 million for state parks facilities.
- [HB 2093](#) – Allows for the sale of beer and wine by operating concessionaires on property under the management of the North Dakota Parks and Recreation director.

[Click here for more legislative updates.](#)



## Tourism Programs

### Global Marketing

#### Virtual seminar

Learn more about the international travel recovery process at a free International Roundup virtual seminar on May 12, 2021. [The seminar will focus on further education about the international tourism industry](#), bringing in key players within the industry to speak and present on everyone's part in the recovery process through collaborative effort. This supplier opportunity will be hosted virtually and is completely free to any supplier.

#### Discover America



North Dakota partnered with Discover America to publish a visitors guide. [Click here for the magazine](#) in English, Norwegian and Swedish.

## **Vacations and Travel**

North Dakota and Idaho recently collaborated with the Great American West to produce a digital ebook highlighting the things visitors can see and do on a visit to the two states. The guide features attractive maps, images and content. [Click here to view the guide.](#)



## Travel Tidbits

### Chicago, Minneapolis commuters take trains and buses to Legendary

Trains and buses in Chicago and Minneapolis were wrapped with our advertising last spring. Due to the pandemic, the wraps weren't taken down in August when the campaign ended, meaning North Dakota has had eight months of bonus advertising from these outdoor vendors. The bonus value totals more than \$250,000.

### Got an updated digital travel guide? Send it to us

North Dakota Tourism is linking out to partner travel guides from our homepage: [NDtourism.com](https://www.ndtourism.com). If you have a new guide, send it to us so [we can](#)

[replace the existing one here](#). If you aren't already on the page, send us your link today and we will get it added.

## Next ND Tourism industry update scheduled April 12

You're invited to join the next North Dakota Tourism industry update call on April 12. This presentation will feature a legislative update, new details on recovery assistance and the latest data and trends on travel and visitor spending in North Dakota. [Click here to join the chat](#).

These presentations are open to anyone in North Dakota's travel and tourism industry. You are welcome to forward the log-in information to colleagues. We also share updates for future calls in our Tourism Industry Newsletter and on our website at [www.NDtourism.com/tourism-industry](http://www.NDtourism.com/tourism-industry). If you are unable to join, a recording of the presentation will be available [on our website](#).

## Council on the Arts, Tourism, DOT team up on program

*Arts Across the Prairie: Placemaking in Rural North Dakota* is a first-of-its-kind, statewide, public art program from North Dakota Council on the Arts. This program will create eight large-scale public works – one for each geographic region in the state – that reflect the unique history, landscape and cultural heritage of these regions. All eight works will be placed in rural locations. This statewide program is in collaboration with the North Dakota Department of Transportation and North Dakota Tourism. [Click here for more](#).

## Power of Travel the theme of Travel and Tourism Week

National Travel and Tourism Week 2021 (The Power of Travel) will recognize the travel industry's role in restoring the U.S. economy, rebuilding our workforce and reconnecting America. As we get closer to NTTW May 2-8, consider ways to recognize the impact travel and tourism has on your community. [Click here for more details](#).

# In the News



[Travel Awaits proclaims Medora one of the best small towns at the entrance to a national park.](#)



[The Dakotas and Minnesota pivot campaigns to attract more tourism from residents.](#)



[Pandemic dings North Dakota tourism, but website traffic hints at potential future travel.](#)



[Midwest Weekend Getaways: When you feel like you've seen it all.](#)