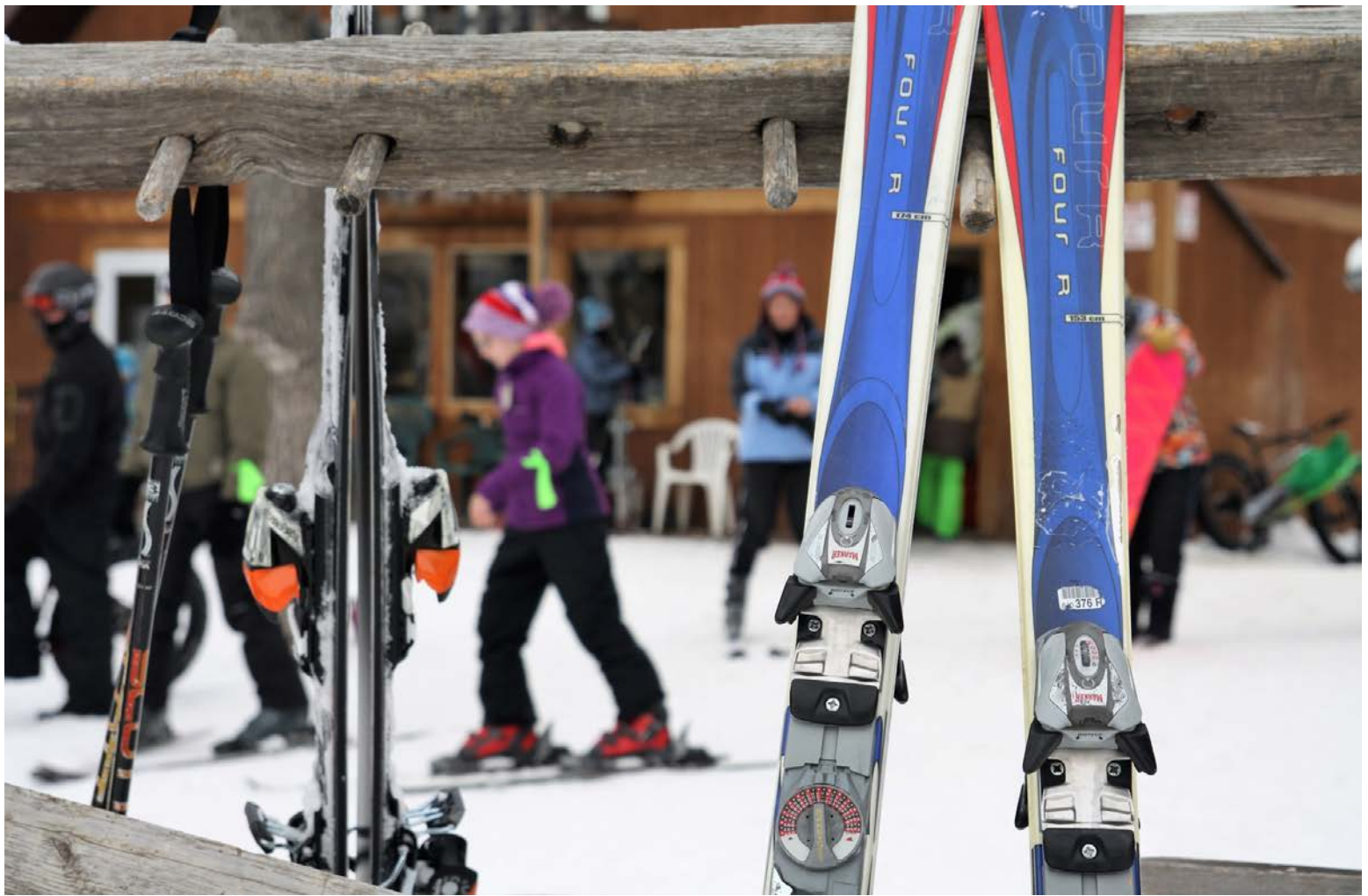


A photograph of four children sitting on a ski lift chair. They are wearing colorful ski jackets and pants. The child on the far left is wearing a teal jacket and pants. The child next to them is wearing a patterned jacket and pink pants. The child in the middle is wearing a black jacket and pants. The child on the far right is wearing a pink jacket and pants. They are all wearing ski boots and holding skis. The background is a snowy, wooded area.

North Dakota Tourism Industry Newsletter

January 20, 2021



North Dakota Tourism launches winter advertising campaign

North Dakota Tourism launched its first winter campaign showcasing cool-weather activities and open-air living to inspire discovery of the state's outdoor recreation, entertainment options and support of small businesses. A new television commercial is airing, along with digital, social and print ads. The campaign runs now through March in-state and in parts of Minnesota, South Dakota and Montana.

From new downtown skating rinks to downhill skiing venues, winter is a great time to enjoy North Dakota. Whether it's shopping and dining in a new community, taking part in the North Dakota state parks adventure challenge, exploring Theodore Roosevelt National Park, snowmobiling trails or snowshoeing past historic sites, this campaign encourages people to enjoy the winter wonderland safely in North Dakota.

“Winter in North Dakota is an undiscovered time to explore family fun outside and support our businesses that are open and ready to serve.” - Tourism and Marketing Director Sara Otte Coleman said.

This inspirational winter campaign is geared toward reaching North Dakotans and near-border nonresidents over the next couple months. Media placements include cable, print publications, digital and social media.

[View and download the 2021 winter ad campaign ads.](#)

Commerce budget bill hearing scheduled for Jan. 25

The Commerce Department budget bill (SB 2018) will be heard Jan. 25 at 8:30 a.m. by the Senate Appropriations Committee. All legislative hearings can be viewed live and new technology has made it easy to sign up to present oral testimony or submit written testimony. Details, including a video, can be found [in the middle of this page](#). Since the tourism budget is part of the overall Commerce bill, the hearing will include advocates from many industries. Tourism partners interested in supporting the work of the Tourism Division may submit information now. The portal to submit written testimony will close at 7:30 a.m. on Jan. 25.

In his budget address to a joint session of the North Dakota Legislature in December, Gov. Doug Burgum recommended a 2021-2023 biennium budget of \$13,394,50 for Tourism Division, an increase of \$461,156 from the 2019-2021 legislative base. In addition, Burgum proposed an additional \$2 million in one-time funding for destination marketing from the general fund and \$200,000 for brand extension and visitor services enhancements that will include partnerships with the State Historical Society, Parks and Recreation and the Department of Transportation.

The legislature is currently developing its proposal, which is referred to as the "green sheet." It will be the starting point for the Appropriations Committee. [Once finalized, the green sheet can be found at this link.](#)



Amid declining virus numbers, governor relaxes rules on masks, gatherings

With the number of COVID-19 infections and hospitalizations dropping in the state, Gov. Doug Burgum has allowed the state health officer's statewide mask mandate to expire.

Also, an executive order limiting capacity for bars, restaurants and event venues has been modified to guidelines or recommendations. The statewide risk level will remain at moderate, or yellow. Venues and event planners are encouraged to follow the [ND Smart Restart tiered guidance](#).

People are reminded that locally enacted mask requirements may still be in place and should be respected.

New Rounds of Commerce Economic Resiliency Grants under development

Commerce has awarded almost \$70 million of the Coronavirus Aid, Relief and Economic Security Act also known as CARES Act funding by creating, administering and deploying four new grants targeted at segments of the economy hit hardest by COVID-19. Commerce received 6,975 applications and made 5,693 awards totaling \$62,822,583.

The recent federal extension has allowed more time to conduct a second round of grant awards where the intent is to distribute another \$30 million in CARES Act funding to North Dakota businesses in need.

The application window for round two of the HERG (restaurants, venues) is expected to begin in early February, followed by an additional opportunity for hotels to apply for round two of the Hospitality Economic Resiliency Grant PLUS in March, if funds remain.

Commerce is working with state partners to address some of the early hurdles caused by initial federal deadlines. The hope is to go back to existing ERG applicants and allow them the opportunity to implement their original plans as many applicants were not able to meet the tight deadlines driven by initial federal requirements.

Look for registration details during the next business briefing Jan. 21 at 1 p.m. Thank you to the Greater North Dakota Chamber for partnering once again with the Department of Commerce to deliver this business briefing.

You can register at the [GNDC website](#). You need NOT be a member of GNDC to attend.



Join North Dakota Tourism for Great American West seminar

Please join North Dakota Tourism, Rocky Mountain International and other Great American West states for a virtual supplier seminar on May 21. Participation in the seminar is free to all North Dakota travel industry partners through Tourism's continued partnership with the Great American West.

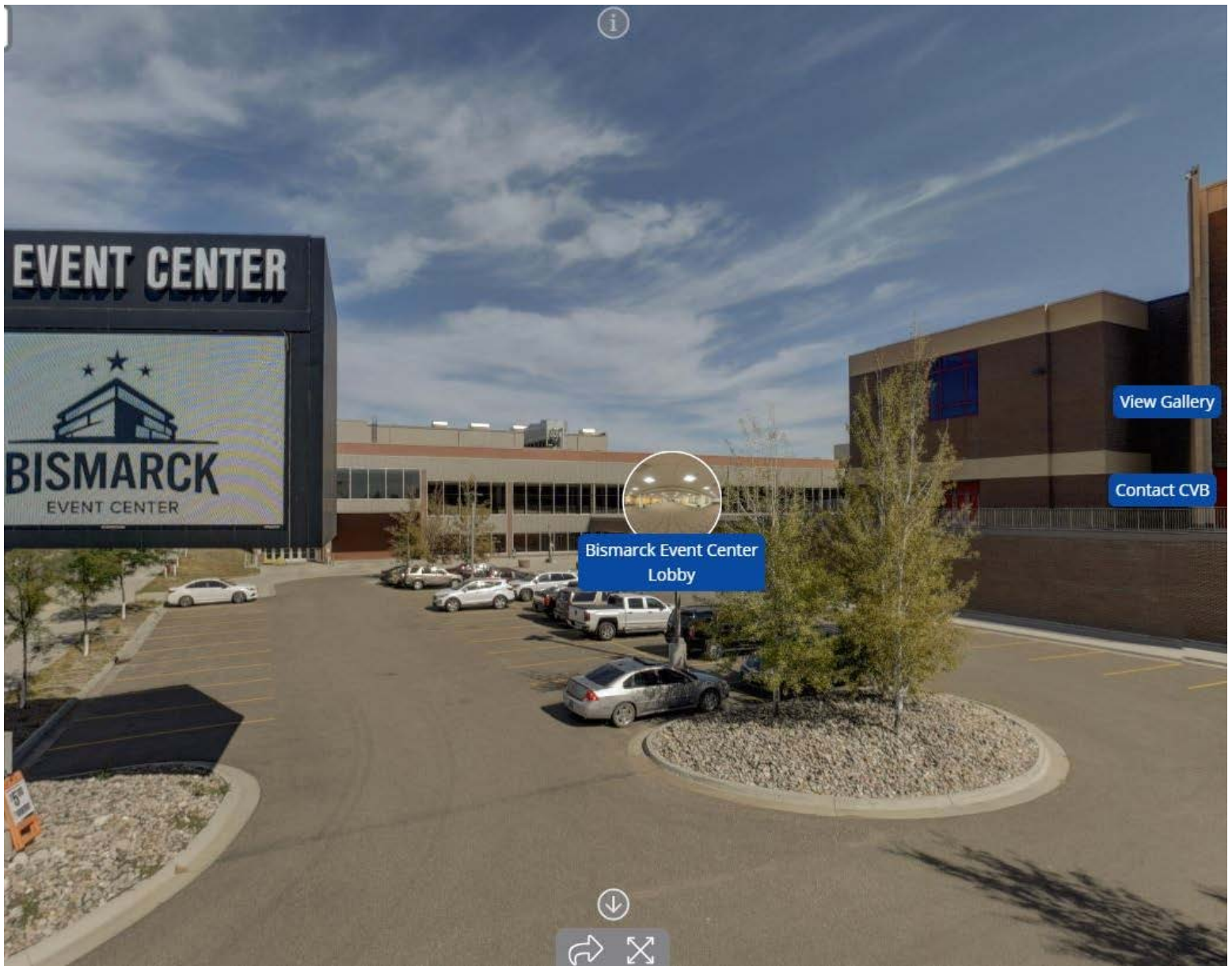
As discussed in October, International Roundup 2020, which was to be held in Casper, Wyo., was cancelled due to safety concerns from COVID-19. While international markets have taken some major hits over the past 12 months, they remain a valuable asset that will rebound quickly.

Please join us for the virtual seminar to learn more about the international travel recovery process. 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. A complete agenda and schedule are being prepared and will be shared over the next couple of months.

The 2022 Roundup will be held in Fargo on May 14-17. This event is not your typical trade show. In two days of intensive pre-scheduled appointments, nearly 50 organizations from the Great American West will meet with up to 30 international and domestic travel companies.

If you have questions about this seminar or the overall international marketing efforts, please contact North Dakota Tourism Global Marketing Manager [Fred Walker](#).



Bis-Man CVB launches 360-degree interactive tour site for planners

The Bismarck-Mandan Convention and Visitors Bureau (BMCVB) has launched a new site that provides 360-degree, interactive, virtual tours of area meeting spaces so that meeting and event planners can tour the locations from afar.

“Ideally we would be hosting these planners in person, but with the state of things currently, that is not as easy as it once was. Many have had their budgets for site visits cut so we wanted to

find a way to reach those planners who are ready now, or will be ready soon, to plan that next meeting or event.” - Bismarck-Mandan CVB Director Sheri Grossman

Matthew Chaussee, CEO/co-founder of Be More Colorful LLC, said the 360-degree imagery provides new opportunities to familiarize people with destinations.

[Click here to view site](#)



Travel Tidbits

Meet Safe platform developed to promote safe meeting spaces

Since the start of the coronavirus pandemic, the Meetings Mean Business Coalition (MMBC) has worked with U.S. Travel to spotlight this important industry and its critical role in industry recovery. From that comes [Meet Safe](#).

This platform is designed to showcase that, with the proper adherence to state and city gathering limits and health and safety best practices, in-person and hybrid meetings and events can take place now and into the future.

This resource will help planners, future meeting hosts and attendees learn best practices for meetings and events and ultimately showcase how

professional meetings and events are organized responsibly with health and safety top-of-mind.

Partners are encouraged to list upcoming meetings on the site.

In the News



[Minot events prepare for summer tourism season.](#)



[Pandemic affects tourism.](#)



[Theodore Roosevelt National Park projects planned for 2021.](#)