



# North Dakota Tourism Industry Newsletter

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March 16, 2021



## COVID-19 Relief

### More relief on the way through American Rescue Recover Plan

The recently passed \$1.9 trillion American Rescue Plan Act of 2021 will bring financial relief to individuals and businesses, including those in the travel, tourism and hospitality industry.

Segments of the plan include extending paid sick and family leave credits; more funding and less-stringent access to the Paycheck Protection

Program; additional funding for the Economic Injury Disaster Loan program; funding for shuttered venue operators; and support for agriculture.

State, local and territorial governments will receive \$360 billion for economic relief that can be used for small businesses and tourism and hospitality and \$20 billion in funding for public transit systems. [Click here for travel industry relief resources.](#)

In addition, the plan includes \$28.6 billion for restaurants through the [Restaurant Revitalization Fund](#), which provides debt-free relief for small and mid-sized restaurants and is based on the original \$109 billion Restaurants Act passed by the House last year.

The plan provides up to \$5 million in grants (not loans) for individual restaurants, bars, caterers, breweries and tasting rooms or up to \$10 million for restaurant groups. To qualify, restaurants must not be part of an affiliated restaurant group with more than 20 locations. The first three weeks of the grant period would prioritize restaurants owned and operated by women, people of color and veterans. Additionally, one-fifth of the funding is set aside for businesses that grossed less than \$500,000 in receipts in 2019.



**SPECIAL BUSINESS BRIEFING**

A virtual meeting to discuss the \$1.9 trillion  
"American Rescue Plan."

**March 19 @ 10:00 AM • Hosted by** 

**Business Briefing March 19**

Join Lt. Gov. Brent Sanford, Greater North Dakota Chamber (GNDC), North Dakota Department of Commerce, Small Business Administration (SBA), North Dakota Department of Health and Job Service North Dakota on March 19 at 10 a.m. CDT for a review of the business and individual impacts of the American Rescue Plan Act of 2021.

Topics covered by this Special Business Briefing will be extended unemployment benefits, SBA small business relief and North Dakota-specific benefits and resources for businesses. [To receive call-in information, attendees must register as a non-member.](#) A confirmation email with call specifics will be sent to the email provided in the registration prior to the call. Please provide your questions relating to the call during registration. These will be provided ahead of time to the Department of Commerce so that presenters can address your questions to the extent possible, given the dynamic environment. Questions not addressed during the conference call will be answered in follow-up communication.

This call will be recorded so it can be accessed at a later time. Recordings of the previous Business Briefs can be found at [GNDC's information hub.](#)

[Click here for more details](#)

## Hospitality and Commerce Job Recovery Act of 2020

Sen. Kevin Cramer (R-North Dakota) and Sen. Catherine Cortez Masto (D-New Mexico) have introduced legislation to address ongoing COVID-19 impacts on the travel and tourism industry through the Hospitality and Commerce Jobs Recovery Act of 2020.

[S.4807](#) allows a convention and trade show restart tax credit for (1) the costs of participation in a convention, seminar or similar meeting, a business meeting or a trade show that takes place after 2020; and (2) the costs of reopening an entertainment facility closed due to the COVID-19 pandemic. It also allows a business-related tax credit for the costs of reopening restaurants or food service businesses forced to close down or reduce operations due to COVID-19.

[Click here for more details](#)



**Hospitality Economic Resiliency Grant PLUS**

Application window opens March 9 and closes April 1

**Round Two**

**NORTH Dakota** | Commerce  
Be Legendary.™

## Hospitality Economic Resiliency Grant PLUS round 2 applications open

The Hospitality Economic Resiliency Grant PLUS round two will focus on businesses in the lodging sector. Many of these businesses continue to suffer from the continued impact of the 2019-nCov/COVID-19 (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. Grants will help lodging businesses survive the COVID-19 pandemic.

The grant is not intended for private vacation rentals that rent rooms, apartments, condos or homes to the traveling public through online marketplaces like Airbnb, HomeAway, bed and breakfasts or VRBO. Extended-stay hotels offering rooms for rent on an ongoing nightly basis are eligible, but those that serve only long-term stays defined as 30 days or more are not eligible.

[Click here for details](#)





## Tourism Programs

### ND Tourism attends Sioux Empire Sportsmen's Show

North Dakota Tourism Outdoor Promotions Manager [Mike Jensen](#) had the information people were looking for as they planned future road trips during the Sioux Empire Sportsmen's Show in Sioux Falls, South Dakota, March 11-14.

Jensen reports the show was well-attended and traffic to the North Dakota Tourism booth was steady throughout the weekend. There was a strong focus on domestic road trips.

The pent-up demand for travel was evident as many attendees spoke about not being able to go anywhere last year. Many now boasted about being

fully vaccinated and spoke of their fishing and camping vacations and national park trips as necessary rather than leisure.





## Northern Lights Guide shows power of social media

A recent North Dakota Northern Lights Guide social media campaign was a huge success, inspiring 8,257 unique web visits between Jan. 15 and Feb. 15. It reached more than 75,000 people and generated more than 500,000 impressions.

[Fodors Travel](#) presented it as part of "8 Places in the U.S. to see the Northern Lights" to its 2.4 million readers.

This campaign was inspired by North Dakota Tourism's social audience showing strong interest in the northern lights and many questions surrounding how to see them. Tourism partnered with local meteorologist and past Governor's Photo Contest winner, Zach Hargrove of Furious Skies Photography, to give our audience best practices for catching the elusive northern lights in our state. [Click here for Tourism's Northern Lights Guide.](#)

# Wander the Map

Influencer trip inspires winter travel to North Dakota

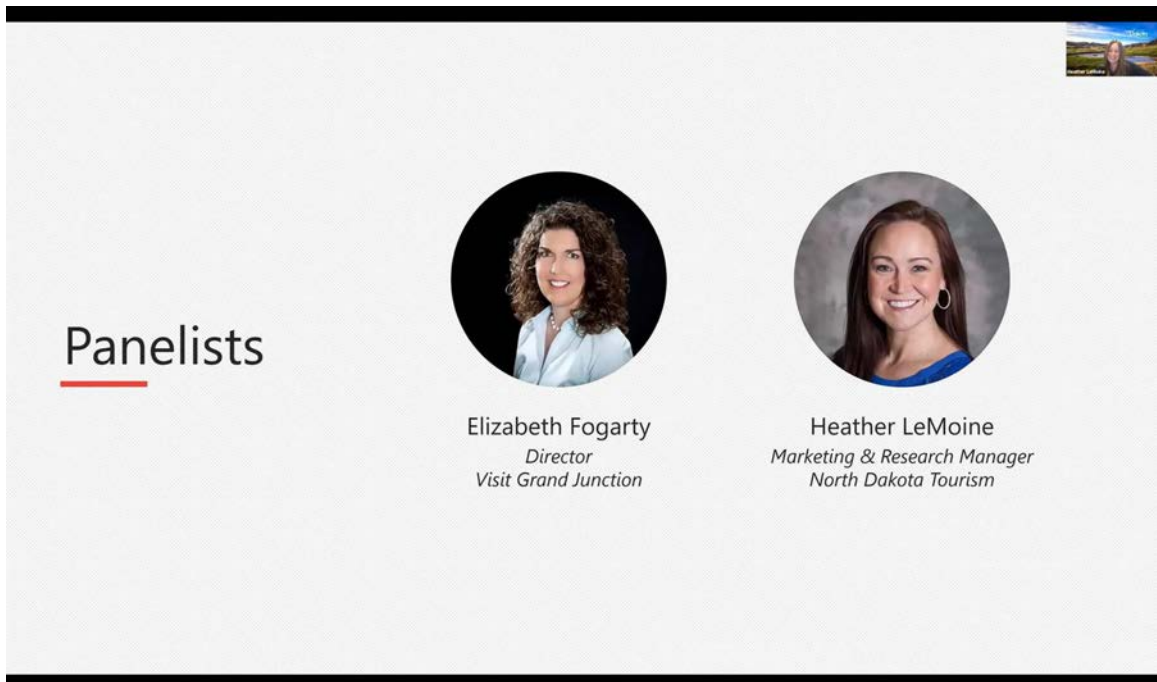


North Dakota Tourism hosted the first winter influencer trip last month, inviting travelers to get out and experience some of the “cool” opportunities around the state. [Wander the Map](#) started its journey in the Rendezvous

Region of northeast North Dakota and made a loop to include adventures near Bottineau, Washburn, Bismarck and Fargo. The influencers' time in the state generated 20 social media posts and 75 Instagram stories reaching more than 57,000 readers and garnering 61,984 impressions. See more "Legendary" fun on their blog post at [Road Trip: Winter Adventures in North Dakota](#).

## Analytics/Trends

### ND Tourism's LeMoine serves as webinar panelist



North Dakota Tourism Marketing Director [Heather LeMoine](#) was a panelist on a recent webinar hosted by Destination Analysts and Miles Partnership. LeMoine spoke to user surveys on the [NDtourism.com](#) site and takeaways influencing updates to both the site and the development of the 2021 North Dakota Road Trip Guide.

More than 500 attended the virtual webinar, [which can be seen here](#).

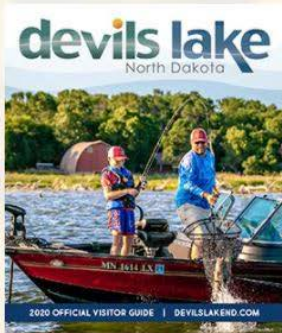
## **Last call for tourism co-op advertising options**

Partners wishing to take advantage of the 2021 cooperative advertising options should contact Tourism Marketing Manager [Heather LeMoine](#) as soon as possible to reserve space. The available 2021 programs are outlined in the [co-op plan, available online here](#).

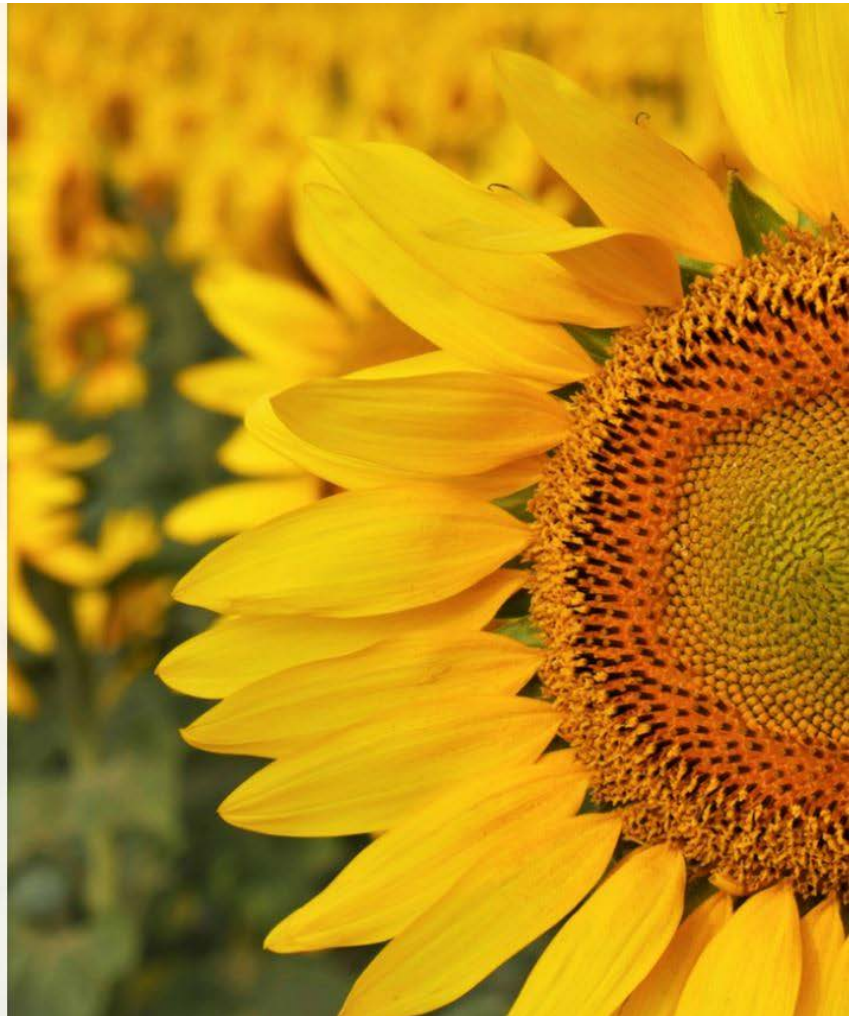


[View Bismarck-Mandan Guide](#)

### Devils Lake



[View Devils Lake Guide](#)



## Travel Tidbits

### Update your digital travel guides shared by Tourism

Now is the time for partners to update the images and links for their 2021 digital guides. Send us the link for your new digital guides and North Dakota Tourism will place them on NDtourism.com. Contact [Scooter Pursley](#) to get your guide listed.

[Click here for the existing gallery](#)

### Medora Musical dates, times

The Medora Musical has set its summer schedule, with shows beginning June 9 and running through Sept. 11. There will not be shows on Mondays but two shows on Saturdays and Sundays (5:30 and 8:30).

[Click here for more](#)



*NORTH DAKOTA*  
**AERONAUTICS COMMISSION**  
A STATEWIDE VOICE FOR AVIATION

The North Dakota Aeronautics Commission has recognized Fargo's Hector International Airport as the 2020 Commercial Airport of the Year and Hettinger's JB Lindquist Regional Airport as its 2020 General Aviation Airport of the Year.

[Read more here](#)

## In the News



'Cause we're happy!



[Benefits of being in the outdoors.](#)





[Eight national parks that are spectacular in spring.](#)



[Two North Dakota destinations named "Best of the Midwest."](#)