



## Travel Update

- Tours of the Bakken are being offered:
  - The Bakken Field Tour is a one-day, industry-focused trip with many dates to choose from during warm weather months: <http://bakkenfieldtour.com/>
  - The North Dakota Energy Tour is a four-day trip offered once a year that includes many attractions along the way: [www.satromtravel.com/items/detail/123/](http://www.satromtravel.com/items/detail/123/)
  - One-day industry-focused trip with multiple dates to choose from. Centered around Tioga and Stanley. Contact A&B Tours 800-440-2690, [abtours@srt.com](mailto:abtours@srt.com)
- Frontier Airlines will be adding one more nonstop flight from Fargo to Denver, totaling four per week. Extra flights are scheduled to begin May 7. [www.inforum.com/event/article/id/391215/group/homepage/](http://www.inforum.com/event/article/id/391215/group/homepage/)
- A new fish cleaning station opened up at Six Mile Bay, south of Ed's Bait Shop on Highway 20 near Devils Lake. It's a one-of-a-kind for North Dakota, featuring fish grinders, tables, video surveillance, heat and air conditioning. [www.devilslakejournal.com/article/20130211/NEWS/130219861](http://www.devilslakejournal.com/article/20130211/NEWS/130219861)
- The Shut Eye Hotel in Alexander opened in January. [www.shuteyehotel.com/](http://www.shuteyehotel.com/)
- The new Cass County Museum at Bonanzaville in West Fargo is now open. [www.bonanzaville.com/](http://www.bonanzaville.com/)

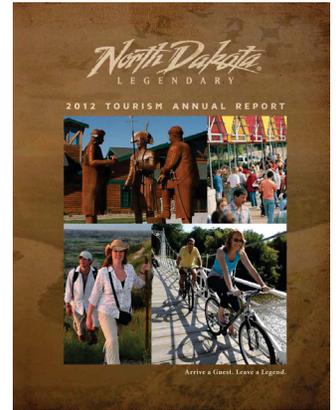


## Legislative Update

Please refer to Page 2 for the latest update on travel-related bills before the North Dakota Legislature.

## Annual report is online

North Dakota Tourism's 2012 Annual Report was released last month. The report highlights the efforts of Tourism's program areas, provides results of research and sales efforts, gives information on services and growth in the industry and also takes a look at the past 10 years of the Legendary brand. The Annual Report is available online at: [www.ndtourism.com/uploads/resources/998/low-res-annual-report.pdf](http://www.ndtourism.com/uploads/resources/998/low-res-annual-report.pdf) or contact Tammy Backhaus at 701-328-2526 or [tbackhaus@nd.gov](mailto:tbackhaus@nd.gov) with questions.



## North Dakota Travel Industry CONFERENCE



Carol



Pine



Evans

### Travel Industry Conference fast approaching

North Dakota's Travel Industry Conference is just around the corner and early-bird pricing for registration expires on April 1. Register now by visiting [www.visitgrandforks.com/meeting/participants](http://www.visitgrandforks.com/meeting/participants). Use the username **2013NDTIC** and the password **tourism** to log-in.

In this year's conference, customer service and digital marketing take center stage. Plus, there are opportunities to learn more about tools for the lodging industry, convention sales and best practices from peers in North Dakota's travel industry. Take a peek at the conference agenda online at [www.ndtourism.com/industry/travel-industry-conference/2013-agenda/](http://www.ndtourism.com/industry/travel-industry-conference/2013-agenda/).

Scholarships are available to cover registration costs. The application is due April 4 and it can be downloaded from [www.ndtourism.com/industry/travel-industry-conference/](http://www.ndtourism.com/industry/travel-industry-conference/).

### Nominations needed

Now is the time to make your nominations for a Governor's Award for Travel and Tourism online. Award criteria and a fillable form are available at [www.ndtourism.com/industry/travel-industry-conference/governors-award-nomination/](http://www.ndtourism.com/industry/travel-industry-conference/governors-award-nomination/).

Nominations will be accepted through April 1. Questions can be directed to Fred Walker at [fwalker@nd.gov](mailto:fwalker@nd.gov).

### Pre-conference

Explore fun ways to network, learn and cross-promote business at this year's North Dakota Tourism Development and AgriTourism workshop and the Grand Forks Alerus Center on April 15 from 9:30 a.m. to 5 p.m.

Please look to Page 4 in this newsletter for more details on the pre-conference.

Department of Commerce staff have been busy during the first period of the legislative session dealing with bills introduced that would impact Commerce, its employees and/or its programs. The second period looks to be busy as well with 143 bills and resolutions being tracked (65 of the 208 bills and resolutions we were originally tracking have failed). Included in this amount are 19 resolutions that have not been voted on by the original chamber as the crossover date for resolutions is March 13.

The Senate has approved **SB 2018**, Commerce's appropriation bill, as amended by the Appropriations Committee. The amended bill is detailed below. The bill will now go to the House Appropriations Committee. The House hearing has not yet been scheduled.

As amended by the Senate, **SB 2018** includes:

- 1 new FTE and \$498,852 for the North Dakota Census Office, which was recently relocated to the department.
- \$1.5 million additional funding for Tourism marketing and research.
- \$1.3 million for large tourism infrastructure grants to attract, retain and entertain citizens and visitors.
- \$600,000 additional funding for Operation Intern matching grants and operating expenses.
- \$100,000 additional funding for Innovate ND to enhance services to entrepreneurs.
- \$12 million for Research North Dakota (RND), including \$2 million for RND Venture Grants. RND will provide matching grants to research universities to facilitate research, development and commercialization activities in partnership with private companies. RND Venture Grants will assist start-up and spinoff companies in commercializing university developed technologies.
- \$2 million for Workforce Enhancement Grants to create and expand training programs to meet industry needs.
- \$5 million for child care facilities grants to political subdivisions for new or expanded licensed childcare facilities.
- \$1 million for pursuing FAA designation as an UAS Airspace Integration Test Site and a contingent \$4 million appropriation from the Strategic Investment and Improvement Fund for operation of a test site if designated.
- \$1.5 million for Base Retention matching grants to communities with Air Force Bases.
- \$1 million for the North Dakota Planning Initiative, which will provide technical assistance and grants to communities to aid and assist with planning.
- \$193,215 in general funds for administrative costs of the HOME Program. Previously administrative costs were federally funded.
- \$350,000 to contract with the Upper Great Plains Transportation Institute for a transportation study.
- .5% of the funds transferred to the Resources Trust Fund would go towards energy conservation grants to political subdivisions. The amount available is anticipated to be \$2,734,767 for the 2013-15 biennium. The Industrial Commission receives .5% of the Resources Trust Fund for the Renewable Energy Program administered in



partnership with the Department of Commerce.

- A Bank of North Dakota Child Care Facility Loan Guarantee Program with \$200,000 in funding from Bank profits.
- Child care facility access to the Housing Incentive Fund program.
- \$2.5 million is provided from the Strategic Investment and Improvements Fund for an Enhanced Use Lease at the Grand Forks Air Force Base.
- Requires the ND Economic Development Foundation to report to an interim committee concerning the progress made

towards the recommendations outlined in the 2020 and Beyond initiative.

**Status:** Passed the Senate 47-0 on Feb. 26

**HB 1018 – State Historical Society**

HB 1018 is the State Historical Society appropriation bill. The house amendments cut funding for additional staff to operate the expanded North Dakota Heritage Center to five. The house version also added additional funding for cultural heritage grants, removed housing allowances for oil impacted employees, removed funds for traveling exhibits and reduced funding for historic site exhibits and for the state's 125th celebrations.

**Status:** Passed the House 87-7 on Feb. 26

**HB 1019 – Parks and Recreation Department/International Peace Garden**

HB 1019 maintains existing funding levels for the North Dakota Parks and Recreation Department operations and programs, while providing additional funding for seasonal staffing needs and one-time projects. One-time projects include the Outdoor Recreation Community Grant Program, state park master planning and equipment upgrades. Additional funding is also provided for extraordinary repairs to existing state park facilities and new capital project development. The appropriation for the International Peace Garden is also included in this bill. The House amended in an additional \$1.67 million to purchase the Frost Fire property in the Pembina Gorge area, including the ski lodge. The state purchase requires local matching funds.

**Status:** Passed the House 52-42 on Feb. 27

**HB 1066 – Yellowstone Trail Designation**

HB 1066 directs the North Dakota Department of Transportation to designate United States Highway 12 from the South Dakota border to the Montana border as the Yellowstone trail and, at a minimum, place signs along the highway designating the new name and using appropriate signs donated to the department.

**Status:** Passed the House 90-4 on Jan. 15

**HB 1130 – Hunting Fees**

HB 1130 increases many of the state's hunting fees relating to

**More updates next page**

small game, big game, furbearers, fishing and other licenses. The bill also increases the fee for the habitat restoration stamp, and \$8 (instead of \$5) of each habitat stamp sold will be placed in the North Dakota Game and Fish Department's private land habitat and access improvement fund.

**Status:** Passed the House 75-17 on Feb. 7

#### **HB 1278 – Outdoor Heritage Fund**

HB 1278 creates a \$30 million North Dakota Outdoor Heritage Fund, which would provide funding to improve access to private and public lands to develop fish and wildlife habitats and parks and recreation areas. On Feb. 25, SCR 4027 was introduced to place the Outdoor Heritage Fund in the Constitution upon a vote of the people during the 2014 general election; this is similar to the initiated measure that did not make it on the ballot last fall.

**Status:** Passed the House 48-44 on Feb. 25

#### **HB 1313 – Hunting Fees/Nonresident Waterfowl Hunting**

HB 1313 establishes a nonresident early Canada goose license for \$50 and allows nonresidents to hunt during the early Canada goose season in Richland, Sargent and Dickey counties without counting against the 14-day waterfowl license.

**Status:** Failed the House 5-87 on Feb. 7

#### **HB 1315 – Cultural Grants to Cities and Counties**

HB 1315 designates \$1 million per biennium from the oil and gas impact grant fund for cultural grants to cities and counties. Grants are capped at \$250,000 per city or county per biennium, and the city or county must provide equal matching funds for any grant.

**Status:** Failed the House 24-63 on Feb. 11

#### **HB 1368 – Travel Expenses for State Employees**

HB 1368 as introduced would have raised the current allowances for meals and lodging to 100 percent of the federal allowances. The bill was amended to have meal allowances change from the current flat dollar amount to 80 percent of the federal allowance, which is an increase over the current amount. Amendments also changed the lodging allowance back to the current 90 percent of the federal allowance.

**Status:** Passed the House 92-1 on Feb. 26

#### **HB 1379 – Construction of a Governor's Residence and Executive Conference Center**

HB 1379 allocates \$3 million from the capitol building fund and \$3 million from private donations and other sources to construct a Governor's residence and executive conference center.

**Status:** Failed the House 40-51 on Feb. 13

#### **HB 1437 – Sunday Closing**

HB 1437 allows items at hobby shows, craft shows, fairs, exhibits, rummage sales and tourist attractions that derive at least 50 percent of their annual gross sales from seasonal or tourist customers to be sold before noon on Sundays. The bill also allows for the sale and rental of items for which the governing body of a city or county has authorized the sale or rental to take place before noon on Sundays.

**Status:** Failed the House 30-62 on Feb. 6

#### **SB 2009 – North Dakota State Fair**

SB 2009 provides a \$3.3 million enhancement to the North Dakota State Fair Association appropriation, bringing the total appropriation to \$4.046 million for the 2013-2015 biennium. In addition, the bill provides \$3.5 million in one-time funding to repair flood damage to the State Fair grounds and facilities. The bill was amended to include an emergency clause to enable timely repair of State Fair facilities.

**Status:** Passed the Senate 46-0 on Jan. 31

#### **SB 2203 – County Property Tax Levies and State Matching Program for County Historical Work**

SB 2203 increases the tax levy for county historical work to three-quarters of one mill. The levy is in addition to any moneys appropriated from the general fund of the county for historical work. The State Historical Society of North Dakota would provide matching grant funds to each eligible county. The matching funds can't exceed 50 percent of the amount levied in dollars in the county for the taxable year up to a maximum amount of three-quarters of one mill.

**Status:** Passed the Senate 26-21 on Feb. 20

#### **SB 2221 – Improvements to Scenic Roadways and Access to Recreational Areas**

SB 2221 allocates \$20 million to the Department of Transportation to provide grants to counties and townships for roadway improvements to scenic byways and backways and roads that provide access to recreational areas. Amendments were adopted stipulating \$2.5 million is to be spent in each of the eight highway districts, changing the makeup of the special road committee, and specifying that projects must be located in counties that levy seven or more mills for county road purposes.

**Status:** Passed the Senate 30-17 on Feb. 28

#### **SB 2248 – Nonresident Waterfowl Hunting**

SB 2248 allows nonresident waterfowl hunters to purchase an additional seven-day waterfowl license for \$125.

**Status:** Failed the Senate 23-23 on Feb. 12

---

### **Destination Capitol Hill**

North Dakota Tourism Division Director Sara Otte Coleman will join other North Dakota travel industry representatives at the US Travel Association's Destination Capitol Hill event in Washington, D.C., April 10-11.

Joining Otte Coleman will be Sheri Grossman of Bismarck-Mandan CVB and DMAND, Julie Rygg of Greater Grand Forks CVB and Charley Johnson of Fargo-Moorhead CVB. For more information, or if you are interested in attending, contact Sara at [socoleman@nd.gov](mailto:socoleman@nd.gov) or go to [www.ustravel.org/events/destination-capitol-hill](http://www.ustravel.org/events/destination-capitol-hill)

# Tourism road warriors report interest remains high

## North Dakota still sparking interest Internationally

Media interest in North Dakota is still growing Down Under where North Dakota Tourism International Marketing Manager Fred Walker braved triple-digit heat to sell the state to Australians and New Zealanders.

Walker and Tourism partner Rocky Mountain International did three staff trainings with AdventureWorld in Sydney and Perth. It had a great turnout for a media event at Manly Warf, with more than 35 media and friends showing up for Valentine's Day with the Rocky Mountain states.

Walker reports the Aussies Expos drew fantastic crowds this year. There were more US suppliers at the Expos than ever before, including sponsor Major League Baseball. Everyone dressed appropriately in their Rocky Mountain All-Stars shirts and presented a five-minute video extravaganza to great reviews from the crowd. The group gave away all of its materials, as well as thousands of the new Real America 5-State Guide.

The New Zealand show was well attended, too. With fewer exhibitors, North Dakota was able to show its 10-minute (5x2 minute) video and again, it was well received. There was additional time to meet with media at each show.

In Sydney, Tourism also had a day with tour operators and media. These went very well. Walker says he does not have to use a US map to show where the state is anymore as the industry is seeing more interest from consumers that are being driven to them by the plentiful media exposure we are receiving.



## Jensen presenting at Northwest Sportshow

North Dakota Outdoors Promotions Manager Mike Jensen is at the midpoint of his spring sport show season.

Jensen reports good news from Pheasant Fest, where they drew 28,885 people. The last couple of years it has hung right around 22,000.

Also, this year the Northwest Sportshow March 21-24 in Minneapolis is featuring travel seminars aimed at traveling families. These differ from the traditional fishing and hunting seminars. They asked presenters not to just do a sales pitch for their resorts, but conduct more of an informational session.

Jensen offered to do a session and was accepted by the show. He will present a seminar "Enjoying North Dakota's Great Outdoors," at the show on March 22 and 23.

[www.northwestsportshow.com/attendees/features/seminars.aspx](http://www.northwestsportshow.com/attendees/features/seminars.aspx)

## National Tour Association's Travel Exchange

North Dakota Tourism Group Travel Marketing Manager Deanne Cunningham presented the state's legendary experiences to travel and tour operators at the NTA Travel Exchange January 20-25 in Orlando, Fla.

The conference was a great way to reach more than 3,600 tour operators and travel buyers and sellers, including 1,176 buyers from 632 companies. In addition, 380 NTA buyers from 230 companies, 796 United Motor Coach Association buyers from 402 companies and 26 trade publication writers and bloggers attended.



"The unique thing about this travel exchange is the states are grouped regionally and more viable to the tour operator in developing a specific tour," Cunningham said.

Adrienne White, director of tourism sales and event services for Fargo-Moorhead CVB, also attended.

## North Dakota Travel Industry Pre-Conference

Explore a fun way to network, learn and cross-promote business at this year's North Dakota Tourism Development and AgriTourism workshop at the Grand Forks Alerus Center on April 15 from 9:30 a.m. to 5 p.m.

The morning session will be focused on agritourism development keynoted by Martha Glass of the North Carolina Agritourism Marketing Association speaking on "Growth and Prosperity in Your Agritourism Future."



The afternoon session will feature all types of tourism development with Marilyn Schlake, University of Nebraska Extension conducting an interactive session "Canvas, Creativity and Confidence" creating a new model for tourism business development.

The session closes with Jacqueline Evans, who will speak on developing heritage tourism in your community. There will also be a panel of local people who have been successful in starting a tourism-related business in North Dakota, information on resources available and a networking lunch.

Through April 1, registration is \$20 which includes lunch and resource materials. After April 1, registration is \$25 per attendee. There is no additional charge to attend the workshop for those attending the Travel Industry Conference. To register and view the complete agenda, go to [www.ndtourism.com/industry/agritourism/north-dakota-agritourism-workshop/](http://www.ndtourism.com/industry/agritourism/north-dakota-agritourism-workshop/)

**In the News**

(Go to the links below each item for a complete news release)

**North Dakota Tourism in the news in February**



**February 19:** Rekindle the romance during February at one of North Dakota's romantic getaways. A variety of special trips are available to choose from right here in North Dakota. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=538>

**February 27:** North Dakota's tourism industry maintained its upward trend in 2012 and continues to lead the nation in growth, according to North Dakota Tourism. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=539>

**February 28:** The seasons are changing in North Dakota and so, too, are the things we like to do for enjoyment. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=540>

**Free report available**

The latest State of the American Traveler report, by Destination Analysts, is available for free download at <http://destinationanalysts.com/SATS/SATSJanuary2013.pdf>.

According to the report, 33% of Americans plan to increase their leisure travel spending in the next 12 months. Survey respondents also reported increased use of technology in travel planning.

- 41.0% of travelers used online user-generated content to plan their trip
- 24.6% of travelers used social media resources for travel planning
- 40% of travelers report using mobile phones to access travel information, an 11% increase from one year ago.

**Tourism awards**

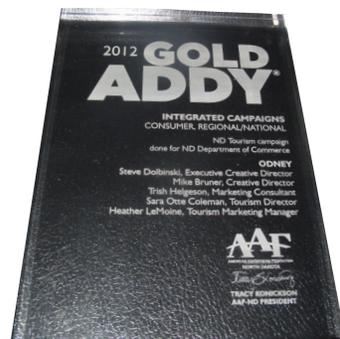
North Dakota Tourism and its agency of record, Odney Advertising, brought home several awards for collaborative work they did in for the 2012 advertising campaign. The following awards were presented at the state Advertising Federation of North Dakota annual awards in Fargo on Feb. 22.

**Gold ADDYs**

- ND Tourism Integrated Campaign
- ND Tourism Print Ad Campaign

**Silver ADDYs**

- ND Tourism Billboard Campaign
- ND Tourism Trail Ride Billboard
- ND Tourism Hunting Interior Sign
- ND Tourism Golf Print Ad
- ND Tourism Hunting Print Ad
- ND Tourism Tour Groups Print Ad
- ND Tourism Skyway Campaign
- ND Tourism Hunting Billboard
- ND Tourism Golf TV
- ND Tourism Golf Print Ad



**Community Snapshot**

Discover hidden gems, personalities, facts and special events in our North Dakota communities. Each month, a new community will be featured with fun-filled highlights that can be easily added to an itinerary. This month's Community Snapshot is **Hatton**.

The U.S. Census in 2010 indicated the Traill County town of Hatton is home to 777 people. Settled in the 1880s by Norwegian immigrants, it is named after former Assistant Postmaster General Frank Hatton, who is considered the inventor of special delivery service. The Great Northern Railroad reached Hatton in 1884 and the community was established. Industries include Hatton Eielson Public Schools, SunPro, ConAgra, Hatton Co-Op Oil and Goose River Bank.

• **Hidden Gems:** Hatten-Eielson Museum is the boyhood home of aviator Carl Ben Eielson and highlights his accomplishments through pioneer artifacts, memorabilia, original furnishings and a Fokker airplane.

• **Did you know:** Carl Ben Eielson and Sir Wilkin made record time on their non-stop flight from Barrow, Alaska, to Spitsbergen, Norway ... Eielson is the recipient of the Roughrider Award. He has a Fargo elementary school, a visitor center in Alaska's Denali National Park and Preserve, a peak in the Alaskan Range, the SS Carl B. Eielson and an Air Force base in Alaska named after him.

• **Personalities:** Eighth Circuit Court of Appeals judge Kermit Edward Bye was appointed by President Bill Clinton ... Agnes Kjolrlie Geelan was nominated by Newsweek as an American Hero for her peace activism in 1988. In 1946, Geelan became the first woman in North Dakota elected as mayor, in Enderlin. She was the first female elected to the North Dakota Senate, and in 1951 as state senator requested that the U.S. pull American soldiers out of Korea ... Author and educator Aagot Raaen published works including *Grass of the Earth: Immigrant Life in the Dakota Country and Measure of My Days*.

To have your community highlighted in the tourism newsletter, please contact Deanne Cunningham at 701-328-2502 or e-mail: [decunningham@nd.gov](mailto:decunningham@nd.gov) to receive your form.

**Travel Deals and Steals**

Do you have a travel deal and steal that you would like to find its way into a major East-Coast newspaper? If you do, let North Dakota Media and Public Relations Manager Kim Schmidt hear about it.

Schmidt will forward your recommendations to the person writing for New York Daily News' weekly column Travel Deals & Steals.

Don't be afraid to make the pitch. Please include the following with all pitches: Property name, exact offer, dates available, what is the discount value, website, phone number and details.

Contact Kim Schmidt at 701-328-2532 or [ksschmidt@nd.gov](mailto:ksschmidt@nd.gov).

## Content ideas readers love

In last month's newsletter, the Tech Tip was about how content is still king. This month, we turn to ragan.com and its 20 content ideas that readers love. Find the full article at [www.ragan.com/Main/Articles/46056.aspx?format=2](http://www.ragan.com/Main/Articles/46056.aspx?format=2)

Social media is a hungry beast, and social networks require constant feeding. They need a diet of content that keeps readers and viewers coming back for more. Most companies and bloggers have a hard time finding inspiration to come up with varied content. Here are some ideas:

- 1. Create lists:** In a time-poor world, lists of tips or things to do, like "10 tips to create a great video," are the headlines people click on.
- 2. Go negative:** Post a positive spin on a negative subject, like: "10 mistakes to avoid."
- 3. Share infographics:** Infographics present complex data and information as a combination of text and images.
- 4. Curate content:** Take a topic and find some of the best articles on it through a Google search. Then package it up and serve it to your readers.
- 5. Provide how-to posts:** The public has an appetite for simple instructions.
- 6. Share news:** People want to know what is happening in their industry, city and the world. Help them find news easily and quickly.
- 7. Do research:** Provide facts wrapped in well-structured articles.
- 8. List case studies:** Research is great, but real-world case studies are proof that it works.
- 9. Share evergreen content:** Evergreen content is content you can share with your readers for a long time, content that provides a framework or covers principles, which has longevity and endurance.
- 10. Post images:** Images provide emotional impact, and people share them on Facebook more than any other content type.
- 11. Create videos:** Because video now streams easily on the internet, you ought to include it in your content marketing.
- 12. Post to SlideShare:** SlideShare is YouTube for PowerPoint presentations. People often underestimate it as a means of making your content accessible and attractive.
- 13. Create top 10 lists:** People love to know who or what is at the top of almost any category or sector. Create content that displays this and watch the traffic spike.
- 14. Write tool or application reviews:** Everyone is looking for tools and apps that make life easier on the Web. Make it easy for your readers to find and download the software.
- 15. Solve problems:** Provide step-by-step instructions and offer enormous value to your readers.
- 16. Compile statistics and facts:** Content that outlines the latest statistics and facts always produces clicks and shares.
- 17. Share quotes:** Put a quote on Twitter or Facebook and watch the likes leap.
- 18. Create a podcast:** Podcasting was big a few years ago and it is making a resurgence.
- 19. Write an eBook:** Turning content into an eBook is a great way to make your content spread. Build your email list by asking people to submit their names and email addresses to access an eBook with valuable information.
- 20. Share a transcript:** Transcript services are now easy and low cost. Transcripts turn a podcast or a video into a document.

### Tech Talk

*Each month, the Tourism Division newsletter will feature technology tips or best practices for utilizing new tools and Web 2.0. Please share your success stories, or your questions and suggestions via e-mail to [hlemoine@nd.gov](mailto:hlemoine@nd.gov).*



### Expansion grant deadline nearing

North Dakota's tourism entities have until April 12 to apply for the Expansion Grant Program from the North Dakota Department of Commerce and North Dakota Tourism.

Created in 2007, the North Dakota Department of Commerce Tourism Expansion Grant Program funds infrastructure and building needs at new or expanding nonprofit or for-profit North Dakota tourist facilities. Grants range from \$5,000 to \$24,000 in any given year.

The Expansion Grant Program is a matching grant, requiring the sponsor to provide one dollar for every one dollar of grant money being requested. All Expansion Grant applications must be received by Friday, April 12.

Qualifying attractions include recreation, historical sites, festival and cultural events, lodging and food services that are singularly and uniquely related to historical, cultural or recreational tourist attractions, agritourism farm/ranch stays and guide services. Funds can only be used for buildings and equipment. They cannot be used for marketing or ongoing operation expenses. Projects must also have the ability to attract a visitor 50 miles one-way and retain a visitor for at least three hours.

Types of usage that would be allowed include, but are not limited to, costs associated with purchase or construction of new and/or existing tourism and recreation attractions, historic sites; and equipment purchased for specific tourism project operation or a new major ongoing or annual event that will be held to attract new visitors. Maintenance and/or deferred maintenance of a facility is not an eligible project.

North Dakota Tourism also offers two matched grant programs to assist with marketing and events for 2014. Application deadline for the marketing and event programs is August 30, 2013.

Applications for all three grants are now available at [www.ndtourism.com/industry/ndtourism-grants.com](http://www.ndtourism.com/industry/ndtourism-grants.com). For more information on tourism grants, contact Dean Ihla with North Dakota Tourism at 701-328-3505 or [dihla@nd.gov](mailto:dihla@nd.gov).