

North Dakota

Travel Alliance Partnership

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MEMBERS

America's Best Value
Inn & Suites
Basin Electric
Power Cooperative
Bismarck Airport
Bismarck-Mandan CVB
Bottineau Area Chamber of
Commerce
Destination Marketing
Association of North Dakota
Devils Lake CVB
Dickinson CVB
Eastbay Campground
Fargo Air Museum
Fargo-Moorhead CVB
Friends of Lake Sakakawea
Greater Grand Forks CVB
Hampton Inn & Suites Minot
Airport
Jamestown Tourism
Leistikow Park Campground
Lone Butte Ranch/Log Cabin
Vacations
McKenzie County Tourism
Minot Convention & Visitors
Bureau
Missouri Valley Heritage Alliance/
Fort Abraham Lincoln
Foundation
Municipal Airport Authority
of the City of Fargo
National Hospitality Services
Newman Outdoor Advertising
Norsk Hostfest Association
North Dakota Association of
Rural Electric Cooperatives
North Dakota State Fair
North Dakota Tourism Division
(ex-officio)
Odney
Rocky Mountain International
Roosevelt Park Zoo
State Historical Society of
North Dakota Foundation
Theodore Roosevelt Medora
Foundation
Valley City CVB/Sheyenne RV
Scenic Byway
Vern's Rental
Williston CVB

Testimony of Terri Thiel

Travel Alliance Partnership

In Support of SB 2009

March 3, 2021

Chairman Monson and members of the House Appropriations Education and Environment Committee, my name Terri Thiel, and I am the chair of the Travel Alliance Partnership (TAP). TAP is a coalition of travel industry stakeholders, including CVBs, state attractions, businesses and other interested stakeholders, in this viable and growing sector of North Dakota's economy. On behalf of the tourism industry and its partners, I am asking for your continued investment in the North Dakota State Fair.

The travel/tourism industry in North Dakota has consistently contributed to North Dakota's economy and is one of North Dakota's top industries. Tourism generates revenue in all 53 counties throughout the state and offers excellent opportunities for economic development. Tourism also helps attract workforce. The State Fair is no exception as it has been recognized nationally, regionally and statewide as a great attraction and "Showplace of North Dakota."

The State Fair Association produces multiple events that have become staples of the fair, including horse, cattle, goats, sheep and swine shows, 4-H State Championship competitions, FFA State Championship competitions, several junior stock shows, and much more.

TAP acknowledges the difficult economic climate forcing many state agencies to reduce their budgets. However, with the cancellation of the North Dakota State Fair resulting from the COVID-19 pandemic, the continued success of the North Dakota State Fair's events will be dependent upon their funding. The appropriations outlined in SB 2009 provide prize money for participants competing in the State Fair's many events.

TAP asks that the North Dakota State Fair Association would be funded at or above its base level of \$542,833. As the State Fair seeks to rebound after its unprecedented cancellation, the continuation of its events will be essential to drawing thousands of event participants and spectators to the Minot community.

Thank you for your consideration.