

# 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 Kyle Martin

Executive Director

Travel Alliance Partnership

### In support of HB 1425

March 24, 2021

Chairman Holmberg and members of the Senate Appropriations Committee:

My name is Kyle Martin, executive director of the ND Travel Alliance Partnership (ND TAP). ND TAP is a coalition of travel industry stakeholders, including CVB's, state attractions, businesses, and other interested stakeholders, in this number three industry of North Dakota's economy.

ND TAP supports the use of Legacy Funds to support tourism infrastructure development. HB 1425 could support tourism infrastructure by utilizing Legacy Funds to invest in new destinations and attractions, improving the marketability of communities across our region. Tourism supports many communities and small businesses throughout North Dakota and serves as a valuable economic development tool. Workers, for example, do not often relocate to a state without visiting it first. In essence, an investment in tourism is an investment in economic development.

By utilizing Legacy Fund investments to support new attractions and destination projects, North Dakota can provide more incentive for travelers to visit our state and communities, who in turn support numerous small businesses and could potentially relocate to the state, churning the wheels of economic development.

ND TAP respectfully asks for your support of HB 1425.