



VC Convention & Visitors Bureau

Rosebud Visitor Center

250 Main St. W

Valley City, ND 58072

701-845-1891

January 20, 2021

Senate Appropriations Committee
Honorable Senator Ray Holmberg, Chairman
600 East Boulevard Avenue
Bismarck, ND 58505

Dear Chairman Holmberg and Committee Members,

We are asking for your support of SB 2018 to enhance tourism in North Dakota.

Tourism generates dollars- it is the third largest industry in the state and provides revenues statewide. Marketing North Dakota not only encourages visitors to look at our state, Economic Developers use these promotional materials to lure additional businesses to our state. We know through research that States that tourists like to visit also are States that businesses want to locate.

We need dollars to market North Dakota! We have found in Valley City that if we can get visitors to the region they spend a lot of money. These are new dollars added to our economy that our specialty shops in Valley City need to survive. Our CVB has a limited budget (\$85,000) and need the help of State Tourism to reach a wide audience. Tourism has responded with cooperative marketing programs that make it possible for us to advertise in national magazines like Midwest Living. We would love to do more cooperative marketing- please give Tourism the ability to help small towns advertise by expanding their marketing program.

Invest in North Dakota's future. Please support SB 2018. Thank you.

Mary Lee Nielson, Marketing Coordinator
Valley City Convention & Visitors Bureau