



72 EAST MUSEUM DRIVE
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March 16, 2021

To: House Appropriations Committee

Re: SB 2018 – ND Tourism Budget

Dear Chairman Monson, and members of the House Appropriations Education and Environment Committee,

The Dickinson Convention & Visitors Bureau urges your committee to approve the additional one-time funding of \$7 million that is currently in the bill for the ND Tourism Division's marketing efforts.

Our industry is growing to be a year-round destination. Years ago, there wasn't a Bold St. Nick's Fatbike Festival that is held the middle of December in the ND Badlands, or a POCO Rio Frio winter event in February in the ND Badlands. These events are drawing extreme sports enthusiasts from across the US to participate in the fat tire mountain biking, snowshoeing, and XC skiing in the winter.

A question was asked about requesting such additional dollars on the "short travel season", these types of events show the extended travel season that continues to grow with attendees from also outside of North Dakota.

Marketing costs a lot of money. It takes a lot of money and our surrounding states are there. North Dakota isn't anyway near our surrounding states in the level of marketing funds, far from it.

The pandemic has taken its toll on a lot of our hospitality businesses and attractions, but it is now also providing an opportunity, please support the additional \$7 million in marketing funds for the ND Tourism Division.

Sincerely,

A handwritten signature in blue ink, appearing to read "Terri Thiel".

Terri Thiel
Executive Director

Enclosure

Explore
the WESTERN EDGE

BULL MOOSE

MUDRUN



2ND WEEKEND IN JUNE

Medora, ND

BullMooseMudRun.com

The Bull Moose MudRun is a Badlands obstacle course run inspired by Teddy Roosevelt's daily routine to challenge himself and whoever he could get to join him. The rules are simple. Go over, under, or through any obstacle in the way until you reach the finish line.



BOLD ST. NICK'S

FATBIKE FESTIVAL



MIDDLE OF DECEMBER

Medora, ND

BadlandsRaces.com

Be bold, brave the cold at this Christmas themed fatbike weekend event for the whole family. Join us Friday night for our Save the MDH Foundation's Annual Meeting & volunteer appreciation banquet. Race your fatbike on Saturday & enjoy a group recovery ride on Sunday.



POCCO RIO FRID

2ND SATURDAY OF FEBRUARY

Wafford City – CCC Campground

BadlandsRaces.com

Snowshoe, XC ski and/or FATBIKE the MDH Trail/ Long X Loop Winter Wonderland from sunrise to sunset. Choose from our 2-mile, 4-mile and/or 11-mile loops, each with a specific value based on the difficulty of the current conditions. Whoever racks up the most points in ten hours - wins.