

2023 DESTINATION DEVELOPMENT GRANT

PROGRAM OBJECTIVE

The grants will provide financial support to develop new or expanded tourism experiences and attractions resulting in economic growth and diversification. Also, to increase unique experiences for workforce recruitment and retention, and enhance North Dakota residents' quality of life. This grant is intended to fund the actual building of infrastructure or expansion of an attraction and service that create anchor tourism attractions that will assist in spurring and supporting secondary attractions within the state.

ELIGIBLE PROJECTS

Funds are intended to move a project toward completion rather than for preliminary planning and development. Types of usage that would be allowed include, but are not limited to, costs associated with the purchase or construction of new and/or existing tourism and recreation attractions, historic sites, and equipment purchased for specific tourism project operations.

1. **Accommodations** - Lodging options that are distinct from traditional hotels/motels or short-term homestays. This can include historic restorations, boutique hotels, bed and breakfasts, outdoor (glamping) or cultural-themed lodging, hunting lodges or resorts and other types of accommodations that provide services and amenities and offer a unique and memorable experience for visitors. Unique accommodations that can help to enhance the tourism experience by providing visitors with a more personalized and immersive experience and can also help diversify the range of lodging options available in a destination.
 - a. Rehabilitation of a historic structure unique to the area (ex: downtown boutique hotel)
 - b. Unique offering representative of the area's offerings and culture (ex: ski lodge, glamping site, hunting/fishing lodge)
 - c. Built with a tourism attraction where the tourism attraction costs more than the lodging facility
 - d. Construction, restoration, or renovation of a full-service lodging facility that is or will be a part of a major attraction, convention or sports facility offering unique experiences that tie directly to the attraction or venue
2. **Culinary experiences** - Restaurants, cafes, breweries, and wineries
 - a. Breweries or wineries that offer tours and/or event space
 - b. Themed restaurant destination built in conjunction with a larger tourism project
 - c. Cultural or regional cuisine attractions that highlight that area's culture (Native American cuisine, Scandinavian, German-Russian heritage)
3. **Themed education and entertainment attractions**
4. **Recreation**
 - a. Value-added equipment rentals
 - b. Guide and outfitter services
 - c. Complete experience packages

5. **AgriTourism attractions**

- a. Farm stays to include tours, activities, or events
- b. Full-service guest ranches

6. **Focused niche activities that provide value-added services**

- a. Historical or cultural
- b. National Park/monument visitors
- c. Scenic beauty or natural distinctions
- d. Unique community amenities

ELIGIBLE ENTITIES

A for-profit or non-profit organization or business involved in tourism.

INELIGIBLE ENTITIES

State and federal government entities are not eligible.

MATCHING REQUIREMENTS

These funds shall require a matching requirement from non-state sources of \$1 to \$1. Matching requirements may be altered based on the size of the project and geography (urban/rural), but no project will receive funding without non-state sources utilized.

WHAT MAKES FOR A STRONG APPLICATION?

- Projects that clearly demonstrate how the attraction will motivate a trip to North Dakota.
- Projects that clearly demonstrate their role as a tourism and recreation attraction in their community and region, and the benefits the project will provide through the development of the new visitor attraction.
- The demand for the tourism-related project is clearly demonstrated through research and analysis.
- The project is unique and offers an experience that is relevant to North Dakota's history, culture, or natural resources.
- Projects that align with gaps identified in tourism development plans, offer unique or in-demand experiences and could attract and retain out-of-state visitors for at least four to six hours or overnight.
- Projects that leverage funding from various public or private sources.
- Projects that demonstrate responsible management of tourism activities to preserve and enhance the natural, cultural, or social resources that make a destination attractive to visitors. (Ex: minimizing environmental impacts through sustainable practices, promoting cultural understanding and respect by providing information or training about local culture and customs, supporting local cultural initiatives, supporting the local economy by using local suppliers, protecting public safety by conducting activities in a safe and responsible manner.)

Wanzek, Terry M.

From: Coleman, Sara O. <so Coleman@nd.gov>
Sent: Wednesday, April 12, 2023 2:57 PM
To: Wanzek, Terry M.
Subject: tourism develop opportunities

Hello Senator Wanzek,

Below is a list of active projects and potential projects. I wonder if it would be better to talk in terms of needs and gaps we currently get asked about so all can see potential?

Top 10 Needs "The Wishlist"

- Resort Lake Sakakawea-marina, hotel, conference center, restaurant
- Mountain Biking Lodge on Maah Daah Hey (package trips, training, bike repairs, lodging, meals)
- Agritourism-destination farm that offers experiences and farm stays (could be anywhere but the Carrington area has complimentary offerings)
- Guest ranch- anywhere west river (full service, rides, events, meals)
- Offerings along National Scenic Byway (Water trail) Kayaking center, food, café. Northern Ashtabula has no amenities but high potential.
- Equestrian Facilities- Horseback riding, trails, events. This could include the guest ranch options or stand alone. This could be anywhere!
- Paleontology Center to expand public digs, camps etc.
- Unique Lodging - include glamping. Areas of high need:
 - International Peace Gardens, Pembina Gorge, Turtle Mountains, ~~near~~ Medora, Watford or near little Missouri State Park, near Chain of Lakes - McClusky Canal
- Culinary niche offerings – True farm to table restaurants tied to producers (Lost Kitchen in Maine), Culinary institute – full time students, schools, workshops and weekend events
- Outdoor adventure experiences: OHV tours, zip line, backpack, paddle or bike trips...

Projects – received 2022 planning grants.

*Bismarck Riverfront Expansion – Priority projects

Boutique hotel - Amphitheater - Riverfront event space/ park

*Bison World

*International Peace Gardens –Willis Pavilion renovation

Medora Area planning- identifying priorities needed prior to library opening

Grand Forks Center for Exploration

Active projects looking for incentives and support.

*Bison World (Jamestown)

*Bismarck Missouri Riverfront Development (Bismarck)

ND Country Fest- permanent infrastructure (New Salem)

FM Science Museum (Fargo)

*Rainbow Gardens-Rural (Carrington)

Peace Gardens Indigenous Interpretive Area (Dunseith)

Other Projects in planning process

Medora- Priority projects

Western Heritage Center (trail rides, rodeo arena) - Barn venue for wedding and other functions

Dickinson Dakota Dinosaur Museum expansion

Agri tourism Blackleg Ranch farm experience + market -modeled after silo project in Waco TX (Driscoll)

Nekoma Cold War Interpretive Visitor Center-(\$4M)

*FargoDome – enhancements and conference center addition - (\$134M)

Fargo Air Museum

Devils Lake Bay Lodge addition (Devils Lake)

The Museum Incubator (Fargo)

Shepherds Hill Indoor Archery- and equestrian activities. Near Lake Metigoshe (Bottineau)

Indian Hills Resort expansion (Garrison)

Devils Lake Ski Jump project – to include equestrian and other outdoor recreation

Here is that section from my testimony for you to use if appropriate.

Destination Development in ND:

ND offers tremendous outdoor recreation, rich history and culture, and scenic beauty, but we have an opportunity to expand beyond “do-it-yourself” trips and create more offerings that will motivate trips to our state. We need to support the expansion of destination attractions, recreation opportunities, community amenities through partnerships, and financial support from non-state entities. The purpose of the Destination Attraction Grant is to encourage non-state investments in destination development to draw in more visitors and keep them in our state longer. The proposed \$50 million Destination Development Fund would support impactful projects that will serve ND for generations. The new experiences will attract new visitors and revenue, improve the quality of life for North Dakotans and help attract needed workforce. We have invested in value-added agriculture and value-added energy – now is the time to build value-added recreation and tourism. I look forward to further discussion on this important appropriation which will invest in our third-largest industry and begin building legacy projects that set ND apart.

Please call if I can clarify anything... my cell is 701-202-6526

Mara Otte Coleman

Director, Tourism and Marketing Division

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