



**HOUSE APPROPRIATIONS  
COMMITTEE**

**ND Department of Commerce**



House Bill 1018  
January 9, 2023



# **SENATE APPROPRIATIONS COMMITTEE SB 2018**

## TABLE OF CONTENTS

Section 1: Department of Commerce Testimony

Section 2: Slide Deck

Section 3: Appendix

Appendix A: Organizational Chart

Appendix B: House Bill 1018

Appendix C: Fact Sheets

TESTIMONY OF

**Josh Teigen, Commissioner, ND Department of Commerce**

Chairman Nathe and members of the Education and Environment Division of the House Appropriations, my name is Josh Teigen, and I have the privilege to serve as the Commissioner for the ND Department of Commerce.

For those of you who may not know me, I came to Commerce about three and a half years ago. Prior, I had been an entrepreneur my entire life. When the opportunity presented itself to join state government, it was never something I had considered. When I stepped back and looked at the scale of the impact that I could make working in the public sector instead of the private, I became enamored with all the opportunities that would present. I love this state, and I show up every day with nearly 800,000 shareholders to answer to, which is not something I take lightly. I share this with you today because I am proud of the people in this agency, and proud of what we have accomplished. In addition, I don't take lightly the taxpayer dollars we administer daily. The requests in front of you from our office have been carefully thought through and designed for the highest return on investment for taxpayer dollars.

I stand here today honored and proud of what Commerce has accomplished over the past two years. I truly believe that there has never been a biennium where Commerce has accomplished more or delivered on our mission more than this past one. The economic development wins get the headlines, and I am sure that most of you are familiar with them, but we have had incredible success in all areas of what we do.

From a procedural point of view, I would love to provide you with a high-level overview of the agency and our budget, and then after lunch we will go into individual division reports and do a deeper dive into each of the areas. I know there are some new faces this year, and you guys will see plenty of people standing at the podium over the next four months, so we figured we would break it up a little and show you this short video that overviews what we do at Commerce. <https://www.youtube.com/watch?v=MupKaEUq1L8>

In the organizer that you provided, you asked for the ND Century Code associated with our agency. Rather than go through all of that, we have included it in the written testimony that you have received. If there are questions, please don't hesitate to ask them.

At a high level, Commerce exists to attract and retain wealth for the state of ND. We do this primarily through the attraction of capital and talent. We accomplish that mission through four operational divisions: Tourism and Marketing, Workforce Development, Economic Development and Finance, and Community Services. In addition, we also have two offices that reside within our agency. One is the newly created Economic and Energy Coordination Office, which we may refer to as the EECO. The other is the Global Engagement Office. As you may recall from the 2019 session when the ND Trade Office moved to the Department of Agriculture, Commerce retained the foreign direct investment strategy, which we have now branded the Global Engagement Office. The most recent outcome that you have likely heard about from that office is the Governor-led trade mission to Japan late last year. There will be more to come and a deeper dive and report out on that office this afternoon. Beyond those operational elements of our agency, we also have our Administrative Services Division which makes everything possible and keeps the rest of us out of trouble.

Moving into the next action item, you will see a breakdown of our organizational chart. Commerce has a broad and critical mission to play in both the present and the future of the state that we all love. We execute that mission with an extremely lean team of people. We have 58.8 FTEs – fully funded with benefits, four temporary staff members, and one intern. In addition, we have five requested FTEs for this upcoming biennium which you will hear more about later.

Moving on to audits, our agency audit conducted by the State Auditor's Office is still ongoing, but to date we have one audit finding which relates to the LIHEAP program. The finding was that we did not conduct sub-recipient risk assessments in the field. Our response to this finding is, yes, it is correct that we did not conduct these risk assessments for Community Action Agencies. The reason for not completing these risk assessments during the audit period was due to the fact that we were unable to go on-site to assess the risk at each Community Action Agency due to the global pandemic and COVID-19 restrictions. We have written documentation from the Community Action Agencies stating that they were not on-site during that time frame, and therefore, there was no ability for us to be there to conduct our risk assessments, nor did they want us to. This is a direct result of following guidance from both federal and state governments at the time.

Commerce has implemented and completed the risk assessments as of Dec. 31, 2022; as we are now able to perform onsite monitoring to assess the risk at each Community Action Agency due to COVID-19 restrictions having subsequently been lifted.

Moving on to item number five, relating to FTE requests for the next biennium, as I mentioned earlier, we are currently 58.8 FTEs, with four temp staff and one intern. We have five FTE requests in front of you today as outlined in the executive budget proposal. As I mentioned at the beginning of my testimony, Commerce has delivered successes across the board, in every division at record levels this last biennium. I truly don't believe we have ever been able to stand in front of you with a more compelling story to tell than we have now. A large part of our

ability to deliver those results is the trust that each of you has put in our agency and the resources that you have allocated.

I stand here today as a fiscal conservative who never thought he would end up in state government. I have started and ran businesses my entire career prior to joining Team ND. I believe that government should operate as lean as possible and I will be the first one to admit when there are areas that can be improved or trimmed, but I promise you that these FTE requests are paramount for our ability to deliver on our mission moving forward. I would be the last person up here advocating for additional spending and resources unless there is a direct tie back to taxpayer return on investment. Whether it is private sector business or government, there is lean, and there is too lean. Right now, Commerce is too lean. Given what we have accomplished over the past two years, one could think we would be up here asking for a pile of FTEs to keep this momentum going. That is not how my brain operates. These five requests have been carefully thought out and brought forth with only the highest ROI in mind.

The FTE requests break down as follows:

- Workforce Division (2 FTEs)
- Office of Automation (1 FTE)
- Community Development (1 FTE)
- Global Engagement (1 FTE)

In addition to these requests, we wholeheartedly support the Total Rewards package outlined in the executive budget proposal. We are very concerned with our ability to attract and retain talent in the current and anticipated future without significant increases in salaries, 6% in year one and 4% in year two. Our applicant pool per position listed has dropped from an average of approximately 40 applications two years ago to five. We have had multiple instances where we received no applications and others where the person didn't accept the position because the salary was too low. We compete directly with the private sector, and they have caught up regarding the benefit package and we are behind in salaries.

Next, you will see on the screen as well as your written materials a high-level overview of our budget. As you can see, we are just over a \$260 million budget each biennium, with \$119 million dollars being general funds, \$47 million of federal funds, and \$96 million of special funds.

You will see on the screens, and in the written materials provided to you, a high-level overview of our budget. As mentioned, we will do a deeper dive into each division after lunch.

<b>Object/Revenue</b>	<b>2023-25 Total Budget Recommended</b>
<b>Description</b>	
Administration	5,725,555
Tourism & Marketing	67,951,539
Workforce Development	69,136,507
Economic Development & Finance	65,968,256
Community Services	53,591,145
<b>TOTAL BY APPROPRIATIONS ORGS</b>	<b>\$ 262,373,002</b>
Salaries and Wages	17,229,540
Operating Expenses	50,275,941
Grants	188,120,689
COVID-19 Response	2,085,834
Discretionary Funds	2,150,000
Unmanned Aircraft System	-
ND Trade Office	-
Partner Programs	1,562,531
Entrepreneurship Grants	948,467
CARES Act Funding – 2020	-
<b>TOTAL BY OBJECT SERIES</b>	<b>\$ 262,373,002</b>
General	119,274,111
Federal	46,555,556
Special	96,543,335
<b>TOTAL BY FUNDS</b>	<b>\$ 262,373,002</b>
 <b>TOTAL AUTHORIZED EMPLOYEES</b>	 <b>63.80</b>

We have also provided a comparison of last biennium's funding and the funding proposed for this biennium for your reference.

<b>Object/Revenue</b>	<b>2021-23 Biennium Appropriations</b>	<b>2023-25 Total Budget Recommended</b>
<b>Description</b>		
Administration	6,112,340	5,725,555
Tourism & Marketing	24,222,308	67,951,539
Workforce Development	8,351,003	69,136,507
Economic Development & Finance	104,946,354	65,968,256
Community Services	42,814,122	53,591,145
<b>TOTAL BY APPROPRIATIONS ORGS</b>	<b>\$ 186,446,127</b>	<b>\$ 262,373,002</b>
Salaries and Wages	12,835,431	17,229,540
Operating Expenses	23,883,192	50,275,941
Grants	87,832,330	188,120,689
COVID-19 Response	56,234,176	2,085,834
Discretionary Funds	3,150,000	2,150,000
Unmanned Aircraft System	-	-
ND Trade Office	-	-
Partner Programs	1,562,531	1,562,531
Entrepreneurship Grants	948,467	948,467
CARES Act Funding – 2020	-	-
<b>TOTAL BY OBJECT SERIES</b>	<b>\$ 186,446,127</b>	<b>\$ 262,373,002</b>
General	34,667,572	119,274,111
Federal	112,320,270	46,555,556
Special	39,458,285	96,543,335
<b>TOTAL BY FUNDS</b>	<b>\$ 186,446,127</b>	<b>\$ 262,373,002</b>
<b>TOTAL AUTHORIZED EMPLOYEES</b>	<b>58.80</b>	<b>63.80</b>

Next, you will see an overview of our one-time funding items. These are as follows:

1. Beyond Visual Line of Sight Unmanned Aircraft System Enhanced Use Lease Grant - \$19 million was appropriated from the Strategic Investment and Improvements funds for beyond visual line of sight unmanned aircraft system grants.
2. COVID-19 Response – State Small Business Credit Initiative - \$56 million of federal funding authority was appropriated in HB 1395 for purposes of funding state small business investment programs.
3. Discretionary Funds – Tourism Planning Grants - \$1 million supported five Tourism Planning Grants to support tourism development.
4. Job Development and Economic Growth Grant – \$1.5 million of specialized investment funds to the Cavalier County Job Development Authority, \$900,000 to the Frost Fire Park, and \$600,000 for the redevelopment of the Stanley Mickelson Safeguard Complex (SRMSC) at Nekoma (purchased by

Bitzero). At the SRMSC site they removed asbestos \$386,336.30, performed electrical upgrades \$52,738.29, and did ice blasting \$48,717.76, detailed plat prepared \$28,455.25 and created a concept building design & hazardous material specifications \$71,140.42.

5. Motion Picture Production and Recruitment Grant - \$100,000 has been expended
6. Technical Skills Training Grant - \$1 million to support the launch and expansion of accelerated skilled workforce training programs. This program requires a 1:1 match.
7. Tourism Marketing - \$6,565,432 of Cares Act dollars utilized to support tourism marketing (expanded campaign to shoulder season, new test markets, new partnerships with media, improved website)
8. Tourism Transportation Improvement Grant - \$1 million grant made up of \$565,432 of general funds and \$434,568 of Coronavirus Relief Funds to an organization dedicated to preserving and promoting a historic tourism destination in a ND city for the purpose of offsetting the costs for tourism transportation improvement related costs. The Theodore Roosevelt Medora Foundation (TRMF) was only response to the RFP. The TRMF used the funds to build a high-capacity elevator and improve existing escalators. See slide for additional funding.
9. Travel Agency and Tour Operator Emergency Resiliency Grants - \$1.4 million of \$2 million awarded to 24 applicants.
10. Event Center Emergency Resiliency Grants - \$2 million awarded to 28 applicants.
11. Unmanned Aircraft System Grant - \$1 million grant was awarded to TrainND NW for the purpose of expanding workforce opportunities, training and education related to the beyond the visual line of sight aircraft system industry.
12. Workforce Grants to Tribally Controlled Community Colleges - \$500,000 allows for the development and enhancement of programs in high demand occupations. This was awarded to Turtle Mountain Community College.
13. Workforce Safety Grant - This \$1.5 million grant was provided to the ND Safety Council The grant was used to prevent injuries and save lives by supporting community and workplace safety training and advocacy throughout North Dakota primarily through four focus areas: 1. Workforce Safety 2. Community Safety 3. Driver Safety 4. First Aid/Emergency Response.

In our budget request, we also have numerous one-time funding requests. These are on the screens as well as your written materials. These items will be covered more in depth in our divisional reports, but at a high level you will see \$52 million across four different workforce programs. These are programs that we stood up largely using one-time federal funds or discretionary dollars to test the waters and refine our thesis on how we make progress towards attracting workforce. These programs are working, and we are asking you to consider bold

investments to continue the momentum that we have built thus far. You will also see bold investments for tourism and marketing, including \$5 million for destination marketing, and a \$50 million Destination Development Fund. This is a new and innovative idea, and much needed for our state. We have so many beautiful attractions in the state, but we need to bring additional investment forward in order to bring new and unique tourism attractions to the state. In addition, we can bring ancillary businesses to come alongside our existing attractions and make them more desirable and drive spending and visitors, such as lodging, dining, service providers and more to help solidify these attractions and drive more visitors. Visitors not only drive spending, but they also drive workforce as people are far more likely to move to our state if they visit first. We can leverage quality of life as a competitive advantage and these investments are a great place to start. Next, you will see needed investments for our community development efforts. We must have healthy, vibrant communities for people to live in if we want to not only retain our current talent, but also attract new talent. Finally, we have investments for UAS and automation, which you will hear more about in the economic development and finance report.

**SECTION 2. ONE-TIME FUNDING – EFFECT ON BASE BUDGET – REPORT TO SIXTY-NINTH LEGISLATIVE ASSEMBLY.** The following amounts reflect the one-time funding items approved by the sixty-seventh legislative assembly for the 2021-23 biennium and the 2023-25 one-time funding items included in the appropriation in section 1 of this Act:

<u>One-Time Funding Description</u>	<u>2021-23</u>	<u>2023-25</u>
Unmanned Aircraft System	\$1,000,000	\$0
Beyond Visual Line of Sight Unmanned Aircraft System	20,000,000	30,000,000
Enhanced Use Lease Grant	7,000,000	7,000,000
Workforce Grants to Tribally Controlled Community Colleges	500,000	0
Workforce Safety Grant	1,500,000	0
Job Development and Economic Growth Grant	1,500,000	0
Tourism Marketing	7,000,000	0
Technical Skills Training Grant	1,000,000	0
Motion Picture Production and Recruitment Grant	100,000	0
Travel Agency and Tour Operator emergency Resiliency Grants	2,000,000	0
Event Center Emergency Resiliency Grants	2,000,000	0
Tourism Transportation Improvement Grants	565,432	0

Discretionary Funds	1,000,000	
COVID 19 Response	56,234,176	
Destination Development Grant Program	0	50,000,000
Volunteer Generation Fund Program	0	878,571
Automation Grant	0	10,000,000
Rural Revitalization and Redevelopment Grant	0	10,000,000
Talent Attraction	0	24,797,060
Rural Renewal Workforce Housing	0	5,500,000
Destination Awareness Marketing	0	5,000,000
Workforce Investment Initiative	0	20,000,000
Community Development Grant	0	800,000
Automation Workforce Transition Training Program	0	5,000,000
Workforce Enhancement Grant	0	2,000,000
Total All Funds	\$101,399,608	\$170,975,631
Total Special Funds	<u>98,234,176</u>	<u>87,600,000</u>
Total General Fund	\$3,165,432	\$83,375,631

<b>Transfers</b>	
<b>Workforce</b>	
Internship Fund	\$ 1,000,000.00
<b>Economic Development and Finance</b>	
North Dakota Development Fund	\$ 30,000,000.00
Innovation Loan Fund	\$ 20,000,000.00

Moving on to section 14 in the organizer that you provided, you will see an overview of the funds that were provided to us during the special session and where those funds stand today.

	<b>SB 2345 (60180)</b>	<b>Amount</b>	<b>Nov-22</b>
ND Development Fund Autonomous Agriculture Matching Grants	Section 35	\$5,000,000.00	Transfer is pending
Workforce Development Incentive Grant Program Technical Skills Training Grant Program	Section 37	\$10,000,000.00	\$279,697.25
	Section 38	\$15,000,000.00	\$20,413.31
	Section 39	\$5,000,000.00	\$191,406.95
	<b>HB 1506</b>		
Workforce Community Services Program	Section 19 (60163)	\$1,074,888.00	
Community Development Planning Grant Program	Section 20 (60164)	\$1,000,000.00	\$116,089.26
Workforce Innovation Network Grant Program	Section 21 (60167)	\$100,000.00	\$41,257.49

Lastly, please see an overview of the federal funds that we anticipate receiving in this biennium.

<b>Program Name/Description</b>	<b>Estimated Federal Funds to be Received</b>
Community Development Block Grant/State's Program	8,200,000
Emergency Shelter Grants Program	1,000,000
Shelter Plus Care (Special Needs Assistance)	500,000
State Energy Program	881,360
Weatherization Assistance for Low-Income Persons LIHEAP	6,000,000
Community Services Block Grant	10,000,000
SHOPP	7,000,000
State Commission	5,000
	269,135

AmeriCorps	2,000,000
Commission Investment Fund (CIF)	250,000
Apprenticeship Grants	347,160
National Aeronautics and Space Administration	10,000,000
<b>Total</b>	<b>\$ 54,018,402.50</b>

Mr. Chairman Nathe and committee members, this concludes my testimony. I ask your support for House Bill 1018. I would be happy to answer any questions.

I would like to now turn the podium over to Katie Ralston Howe, director of Workforce to talk more about workforce development.

**Workforce Development**

Thank you, Commissioner Teigen.

Chairman Nathe and members of the committee, I’m Katie Ralston Howe and I have served as the Workforce Division Director for the ND Department of Commerce for three years. In my role, I also have the pleasure of serving as the executive director of the industry-led Workforce Development Council, which drives the development of the state’s workforce strategy. The Council’s mission is to advise the Governor and the public concerning the nature and extent of the state’s workforce needs and to identify ways to address these needs while maximizing available resources and avoiding unnecessary duplication of effort. In October 2022, the Council released 10 comprehensive recommendations, seven of which are included in the Executive Budget. The new programs for which we are requesting funds have all been included in the Council’s latest Report of Recommendations.

Our division has evolved a lot since the beginning of this biennium. We left the last legislative session with a couple small grants for skilled workforce training programs, and now, thanks to an appropriation of \$20 million of American Rescue Plan Act (ARPA) funds by this legislative body during the special session in 2021, and the wise investment of discretionary dollars, we are operating two large grant programs that are impacting every part of the state, with a third grant launching soon, and a new comprehensive talent attraction initiative that is successfully helping people around the country discover ND and make the move to their new home in our state. Our larger requests are designed to build on the programs we launched this biennium, so I will provide a brief overview and explain the impact of each program before covering our new requests.

Last spring, we launched the Regional Workforce Impact Program (RWIP) using \$15 million in ARPA funds. The goal of the RWIP is to empower locally led solutions to workforce challenges that were caused or exacerbated by the pandemic. Workforce needs vary by region, so a one-size-fits-all approach is unrealistic and would not adequately address challenges in all parts of the state.

To ensure equitable access to these grant dollars, a portion of funding was reserved for each of the eight planning regions, based on population as provided by the 2020 decennial U.S. Census. Applicants are required to provide a 25% match of the overall project budget. Due to this unique structure, partners representing rural and urban communities in each region worked together to prioritize projects that would have the greatest impact throughout the region and submitted one application that encompassed multiple projects.

Although the RWIP has had some challenges primarily related to limitations within the federal funding source, we've seen tremendous success with this program. To date, we have awarded \$13,438,471 to 57 projects with a few awards still pending, which will soon put us over 60 projects being funded by this grant. Projects range from skilled workforce training, career exploration, expansion of career and technical education offerings, affordable housing, talent attraction, child care, and more. Each project is in a different stage, so data related to the impact of these dollars continues to come in. Within child care alone, we're supporting 33 facilities that are using their grants to expand capacity by adding a total of 1,590 new child care slots statewide.

This model has been effective, so our goal for this program in the next biennium is to create more flexibility in how grant funds can be used to foster more creativity and innovation in the projects communities develop.

The second program we're facilitating using \$3 million in ARPA funds is the Technical Skills Training grant, which also received \$1 million in Coronavirus Relief Funds (CRF) that we utilized until that funding source expired on Dec. 30, 2021. This program is designed to support eligible training providers and employers in their efforts to design and launch rapid, non-degree re-skilling and upskilling programs, expand capacity in existing programs that began after May 17, 2021, and/or move training to virtual platforms to train workers. All training programs must mitigate a workforce issue that was created or exacerbated by the COVID-19 pandemic.

This program has two tracks, each focused on developing or expanding a highly skilled workforce:

- Track A reflects the initial intent of this grant program when we first launched it in 2020 and is designed for new and expanding accelerated, non-degree training programs that prepare trainees for new jobs. Applicants in this track are eligible for up to \$100,000 with a 1:1 match.
- Track B is designed for companies wishing to provide internal upskilling opportunities for their existing staff to promote movement and advancement throughout the organization, create more comprehensive onboarding and new worker training programs, or to provide safety training for employees. Applicants in this track may be eligible for up to \$50,000 with a 1:1 match.

Since its inception, the Technical Skills Training Grant has supported the launch and expansion of programs in health care, energy, transportation and logistics, IT, welding, UAS, and more. This biennium alone, we've invested \$1,299,927 in 20 training programs that are upskilling and reskilling workers across the state. All of the training programs we've supported using federal dollars are sustainable and will continue to prepare citizens for entrance and movement within the workforce for years to come, thus creating more pathways to employment in our state.

The final grant program for which we will use \$2 million in ARPA dollars is the Workforce Innovation Grant. Due to challenges and delays we encountered with the RWIP, we have not launched this program yet. Now that the RWIP is well-underway with payments to grantees being processed daily, we are in a better position to launch this third program. The goal of the Workforce Innovation Grant is to empower business and industry-led workforce solutions and inject innovation into the way we address our workforce challenges. Innovation may be demonstrated by collaborations that broadly support workforce in one or more industries, initiatives that support in-migration of workers, and hiring fairs in areas of low unemployment in North Dakota and throughout North America.

SB 2345 included an end date of June 30, 2023, and with all of three of our grants in different stages, we are asking for carryover authority to allow grantees to continue using their funds beyond the end of the 2021-2023 biennium. We are also asking for \$20 million to sustain the Regional Workforce Impact Program as it has proven to be an effective mechanism for fueling sustainable locally-led workforce solutions and 1 FTE, and \$2 million for the Technical Skills Training Grant.

- Regional Workforce Impact Program
  - Carryover: \$15 million (ARPA)
  - Ask: \$20 million
  - 1 FTE
- Technical Skills Training Grant
  - Carryover: \$2 million (ARPA)
  - Ask: \$2 million
- Workforce Innovation Grant
  - Carryover: \$3 million (ARPA)

Another new program for which we are seeking investment is the Automation Enhancement Workforce Training Grant. ND employers across industry are investing in automation to address workforce shortages and to create better paying jobs for workers. Adapting to new technology in the workplace necessitates training and the development of new skill sets, which requires an investment in a company's own workforce. The Automation Tax Credit has been a resource for primary sector businesses by providing a partial credit for machinery and equipment, but it does not allow for workforce upskilling which is a critical component in successfully implementing automation into a company. This grant program is designed to complement the Automation Tax Credit but will expand its support for workforce training beyond primary sector companies.

We are asking for \$5 million to facilitate this program. With a maximum award of \$80,000 per company, we could support a minimum of 62 companies seeking to automate processes and create advancement for their workers through upskilling.

Before moving on from our grant programs, I'd like to briefly touch on two of our long-standing programs that continue to grow in demand and impact.

- Operation Intern was first established in 2015 and it continues to provide wage match dollars to companies that are creating valuable work-based learning experiences through internships. This program is in such high demand that we had to close our 2022 application window in three days as our remaining funds for the biennium had been spoken for.
  - Biennial funding: \$755,000
  - Number of businesses participating
    - 2021 PY: 90
    - 2022 PY: 58
    - Biennial total: 148
  - Number of interns served
    - 2021 PY: 272
    - 2022 PY: 198
    - Biennial total: 470
  - 2023-2025 Ask: \$1 million
  
- Our AmeriCorps program awards grants to non-profits, faith and community organizations, public agencies, tribes, and institutions of higher education for service-based programs throughout the state. AmeriCorps is a federal program that requires a state match.
  - Current funding (state + federal): \$220,000 in required general fund match dollars and our federal allocation is around \$3.3 million per biennium.
  - Number of projects:
    - 2021-2022: 5
    - 2022-2023: 6
  - Number of members:
    - 2021-2022: 123 members
    - 2022-2023: 168 members
  - Communities served, project titles and areas of focus
    - Southeast Education Cooperative Reading and Math Corps had 85 members serving communities across the state. The project focused on literacy and math.
    - Souris Basin Planning Council had 15 members serving across the state. The project focused on capacity building.
    - Cooperstown Community Activities had six members serving in Cooperstown. The project focused on afterschool and healthy futures.
    - Jamestown Parks and Recreation had 10 members serving in Jamestown. The project focused on education and healthy futures

- Strengthen ND had 40 members in rural ND. The project focused on capacity building.
- United Way of Cass-Clay had 12 members in the Fargo area. The project focused on education and workforce.

The last program I'll discuss today is Find the Good Life in ND (FTGL), a comprehensive talent attraction initiative that utilizes a software system that allows us to collect information from job seekers, connect them with communities that offer the quality of life they're looking for, and employers in their field. Through this system, we are able to track their progress as they explore opportunities in ND until the point at which they accept a job here and call ND home. Although many states have marketing campaigns to attract people, ND is the first state to take this hands-on, innovative approach to help individuals and families actually make the move.

We're achieving this through collaboration with a contractor, our Tourism and Marketing team, Job Service ND, and 60 community champions, who are volunteers from around the state who are engaging with job seekers, connecting them with employers, and sharing information about their communities based on the interests the jobseeker has shared with us through our relocation help desk.

Our success to date includes:

- Job seekers in the pipeline
  - Total: 1,106 leads (Jan. 3, 2023)
  - Number of states: 49
    - Top five states: Florida, California, Texas, Ohio, and Georgia
  - Number of countries: 24
  - Number of resumes: 308
  - Top industries: health care, skilled trades, sales/marketing, manufacturing, social services
  - Community champion contacts: 316
- New North Dakotans
  - Total: 9 (excludes partners/children)
  - States they came from: WA, TX, NJ, CA, TN, SD, NY, and LA
  - Cities they moved to: Minot, Wahpeton, Bismarck, West Fargo, and Fargo
  - Jobs they filled: hospitality, IT, education, retail, and manufacturing

More important than these numbers are the names behind them.

- Travis H. moved to Minot from Washington in July 2022 before he had a job and was hired within a week of arriving. He's now working for Pro IT LLC.
- Frank M. had been to ND for work and after visiting the eastern side of the state in October with his wife and son, they moved to West Fargo from Syracuse, NY in December 2022. Frank is establishing a local office for Thales (Digital Aviation Solutions for the Americas). His wife, Paula, works remotely supporting student travel abroad programs and his son is enrolled at Sheyenne High School.

- Juan moved to Wahpeton from Texas last fall and is working for a manufacturing company. His wife and children will join him after this school year, and we'll get to help her find a dream job, too.

Our relocation help desk existed before we revived FTGL in June, but we couldn't have shared this type of information. What we know is that from May 2021 to May 2022, 106 people submitted forms through our relocation help desk and based on self-reporting, which can be spotty, we believe 15 people made the move in that year. Now, in just six months, we've grown the number of job seekers interested in ND by 10 times.

The list of success stories will continue to grow, especially with the horsepower we plan to put behind this initiative with increased funding. Sara will share the marketing side of this investment, but the workforce portion includes:

- Growing the services provided by our contractor to better leverage the system we're using for tracking leads and building out an employer portal to provide a more direct connection between candidates and jobs.
- Partnering with industry and communities to help get job seekers here to explore a community and engage with employers prior to making the move as individuals are more likely to move to a place they've visited and the vast majority of job seekers in our pipeline have never been to ND.
- Providing a grant program for employers wishing to help incentivize or support an out-of-state job seeker's move. Based on the volume of contacts in our pipeline and their engagement with community champions, we know that interest in moving to ND is high, but the financial means to do so can be limited. Employers are already working to offer sign-on bonuses, reimburse relocation expenses, and offset rent or child care costs temporarily to help individuals get here and get settled, but this comes at a great expense and it's one that many companies are taking on. Through a matching program, we can support their efforts to get workers to ND.
  - 2021-2023: \$410,000 two-year contract, discretionary funding
  - 2023-2025 Ask: \$12.5 million (\$25 million total for workforce)

In addition to being the hub of the state's workforce system, we've realized that the most direct impact we can have on addressing ND's workforce needs is by attracting and retaining workers through FTGL, by empowering locally-led solutions, and by expanding opportunities to retrain workers through grant programs. We've been doing these things really well with the resources we've had available, and we're excited to grow these programs and their impact with increased state investment.

#### Summary of Requests

- Carryover Authority
  - Regional Workforce Impact Program: \$15 million
  - Technical Skills Training Grant: \$2 million
  - Workforce Innovation Grant: \$3 million

- One-time Requests
  - Talent Attraction: \$24,797,060
    - 1 FTE
  - Regional Workforce Investment: \$20 million
    - 1 FTE
  - Automation Workforce Transition Training Program: \$5 million
  - Technical Skills Training Grant: \$2 million
  - Operation Intern: \$1 million
  - AmeriCorps: \$878,571

I would like to now turn the podium over to Sara Otte Coleman, director of Tourism and Marketing.

## **Tourism and Marketing**

Thank you, Katie,

Good afternoon, Chairman Nathe and members of the committee, I am Sara Otte Coleman, Director of the Tourism and Marketing Division at Commerce. Twenty years ago, I wouldn't have dreamed I would still be in this position. I thought the bureaucracy and slow pace of government would kill my need to achieve results. But that has not been the case, while we have made progress, we still have tremendous potential to increase awareness and appreciation for our state, grow tourism experiences, attract workforce, and diversify our economy.

Our work primarily focuses on the following areas:

- Proactive media and influencer recruitment (business, workforce, tourism, quality of life)
- Paid advertising (tourism, workforce)
- Global tourism marketing
- Outdoor niche promotions
- Visitor support and services
- Tourism business and partner support
- Tourism business development

Following are the areas you asked us to brief you on.

### **Current Biennium accomplishments and challenges**

#### **State Marketing and Image Development:**

Our proactive outreach to national and global media resulted in 4,019 national media instances, up 821% over 2021. Dedicated national PR firms and targeted efforts created additional media opportunities and reach on ND stories. Total instances reached 20.2 billion. Additionally, 96 global stories reached 224 million. This media coverage improves the awareness of our state and elevates our image across all focus areas of commerce.

- Tourism – 2,124 instances reaching 13 billion
- Quality of place – 171 instances reaching 2.8 billion
- Workforce - 193 instances reaching 1 billion
- Business - 1,531 instances reaching 3.4 billion

*One big win from these efforts was the hosting of a freelance journalist that resulted in a feature of Fargo in the New York Times reaching 140 million with another story planned in Spring 2023 in Travel + Leisure magazine.*

The 2021 Tourism marketing campaign reached more than 333 million total impressions, with digital advertising garnering 94.3 million impressions, 285,000 clicks to the website and 15.2 million video completions.

Our domestic road trips measured through geolocation tracked more than 7.9 million trips through year-end. The number of visitors was down 2.5% compared to 2021, but there was a 20% increase in longer stays and overnights. These visits will impact workforce attraction efforts. Recent research indicated that 76% of new residents had visited the state prior to moving.

Hotel occupancy was 11.9% higher with revenue per available room up 23.9% through November. The state's average daily rate averaged \$90.76 through 2022, an increase of 10.7%. Lodging tax collections are also up 37%.

Global tour operators selling ND experiences totaled 125, up 9.6% over 2021. Fifty-one new itineraries were added, and total overnights offered were up 57% reaching 1,266.

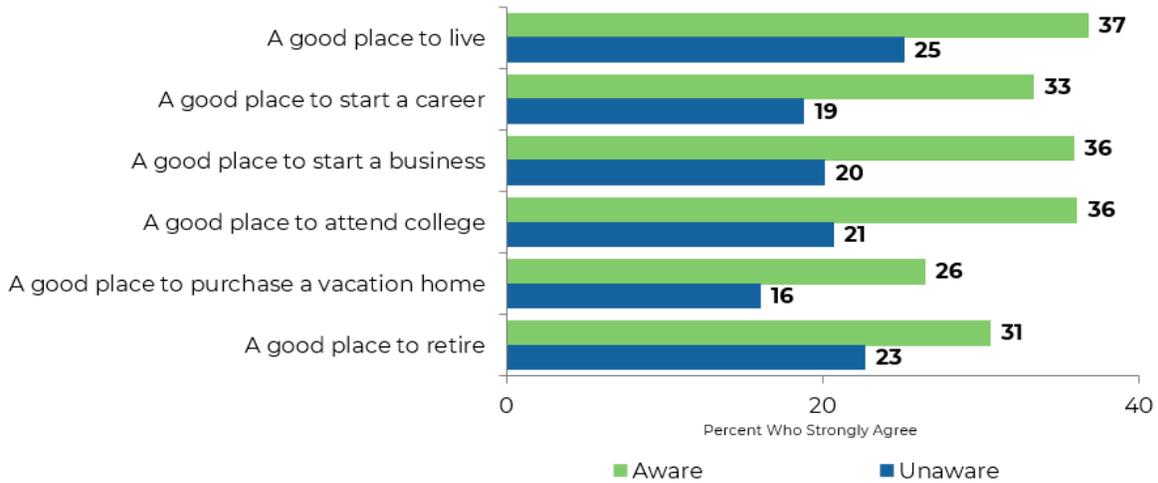
NDtourism.com was updated to improve accessibility and search engine optimization. The website is ND's front door and welcomed over 2 million visits through Dec. 31. (Traffic was down 4% due to a smaller advertising campaign; however, traffic was up 21% from 2020.) Referrals to partner sites reached over 240,000.

#### Other Tourism metrics

- Travel and tourism generated \$2.61 billion in direct visitor spending in 2021. (Tourism Satellite Account from Tourism Economics and the U.S. Travel Association)
- There were 21.71 million visitors to ND in 2021; a 19% increase in visitation since 2011. (Longwoods International and Tourism Economics)
- The halo effect of seeing tourism advertising improves ND's image an average of 12.5%.

# North Dakota Halo Effect: Advertising Impact

Base: Residents of North Dakota's Advertising Markets



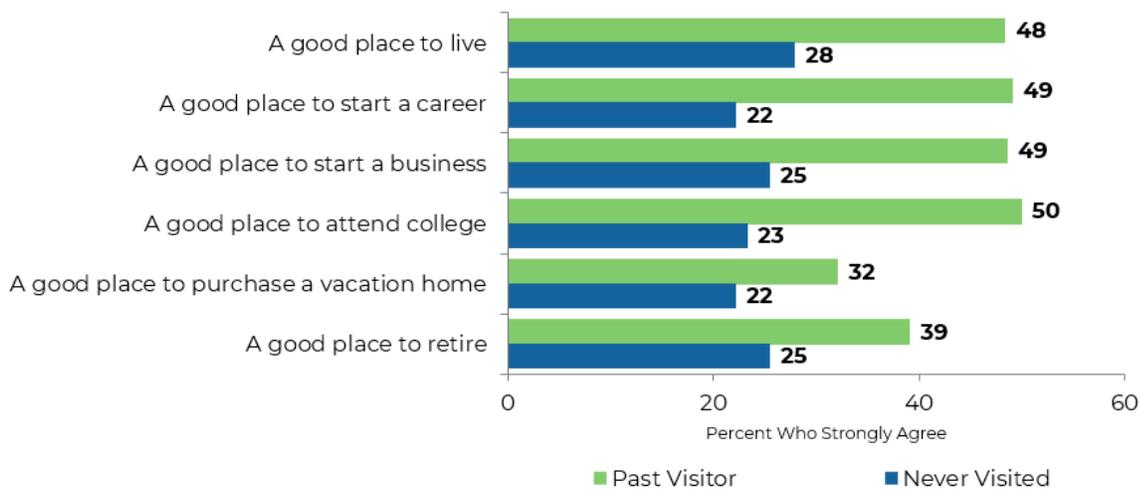
2019 North Dakota Image & Halo Effect Study



- If the advertising is coupled with a trip to the state those image indicators increase an average of 26.2%. This quantifies the value of tourism marketing for workforce and business development.

# North Dakota Halo Effect: Visitation Impact

Base: Residents of North Dakota's Advertising Markets



2019 North Dakota Image & Halo Effect Study



### Find the Good Life in ND

The "Find the Good Life in ND" workforce attraction campaign was updated to support our comprehensive workforce initiative. The marketing refresh included an updated website and a targeted media plan focused on five personas. The campaign drives interested relocators into a pipeline that connects job seekers with community champions. This effort has formed strong synergies between tourism experiences, economic development and showcasing communities that both inspire and motivate new talent to move to ND.

- The \$438,000 marketing campaign, which began in late June, has delivered 11 million impressions, and driven more than 55,000 visitors to the website resulting in 5,150 conversions for potential residents.
- Workforce staff and community champions are working with over 1,106 leads in the pipeline. 78% of those have not been to ND with 66% looking to relocate in the next six months.
- ND is the first state that utilizes a unique system for drip marketing and tracking leads as they explore career opportunities and lifestyle options across our state.

### Tourism Development

The Tourism and Marketing Division reorganized existing positions in order to hire a tourism business development manager, who now works to support the growth of tourism offerings across the state. Work is underway to adopt consistent tourism definitions to be used for incentives tied to primary sector designations and programs allowing the recruitment of new businesses, offerings, and value-added expansions. Our tourism development plan will help focus efforts on in-demand experiences, gaps and regional clusters.

### **Funding - Tourism and Marketing Division:**

Next biennium's goals and plans

### Marketing ND

The executive budget includes an additional \$5 million which would enable a new creative campaign in expanded channels and more markets, focused on motivating travel to the state. The governor's budget includes \$25 million for a strategic marketing and recruitment campaign which will include \$12 million to expand the Find the Good Life in ND marketing. The campaign would position ND as the "best place" for talent to build their careers and futures. This synergistic approach for marketing our state will leverage tourism assets and campaign pieces and cross-sell to both audiences. Potential new workers will be invited to visit our state which will improve the likelihood of a move and current visitors will be presented with information on why a move to ND should be considered. ND lags in all but three states in investing in tourism marketing, and is drastically behind SD, WY, and MT, which is impeding our economy.

Why is tourism marketing a catalyst?

A 2022 national perception study assessing Americans' awareness of ND showed that perceptions of the state are modest and largely driven by a lack of familiarity.

- Only 22% had lived in or visited ND.
- Familiarity and perceptions varied little by region.
- Cold, rural, and remote were the top words associated with ND.
- Relaxed, adventurous, traditional, and welcoming lead the "feel" of ND.
- Of the 76% who cited they may be interested in relocating to ND, 71% are familiar with ND.

Today's workforce is prioritizing lifestyle and quality of life factors, giving ND an opportunity to market our state's superior quality of place and quality of life.

A 2022 resident recruitment study surveying new residents in ND who transferred a driver's license in the last two years, showed 76% of these new residents visited ND prior to moving to the state. This reinforces the strong correlation between tourism and talent attraction.

- Research on the effectiveness of the 2021 tourism advertising campaign showed positive results despite a huge influx of marketing dollars from other states. 56% of those surveyed in regional markets recalled seeing our advertising.
- Digital advertising had the highest awareness.
- Evaluated \$7.2 million invested in 2021 advertising, which resulted in 1.4 million advertising-motivated trips, and \$242 million of incremental spending, of which \$23.5 million was from incremental state and local taxes. Every dollar invested in the 2021 ND advertising campaign generated \$34 in direct visitor spending and \$3 in taxes.

### **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 utilize a new destination development council that will work with Commerce Tourism and Marketing staff, and local developers to vet proposals and fund 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 the 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.

Base budget additions

\$100,000 to cover operating costs

\$5 million addition to tourism base budget for destination marketing (one-time)

\$50 million for Destination Development grants (one-time)

\$12 million for the Find the Good Life in ND workforce recruitment campaign

### One-time funding 2021-2023

Film and Theater Production Grant – The full \$100,000 has been expended.

Tourism marketing – \$7 million Cares Act dollars to support tourism marketing (expanded campaign to shoulder season, new test markets, new partnerships with media, improved website)

Travel Agent and Tour Operator Grants – \$1.4 million of \$2 million awarded to 24 applicants

Events and Support Service Grants – \$2 million awarded to 28 applicants

Tourism Transportation Improvement Grants – \$565,432 awarded to accessibility project

Tourism Planning Grants – \$1 million transferred from 1,015 supported five Tourism Planning Grants to support future tourism development.

### One-time funding 2023-2025

The governor's budget includes \$5 million in one-time destination funding which is imperative as we compete for awareness with surrounding states that spend two to three times what we do marketing their states. U.S. Travel reports the average (2022) marketing spend by state tourism offices was \$12.4 million. Additionally, the average COVID-19 relief funding by the state was \$14.6 million.

SD - \$19.5M annual (governor recommendation \$29 million for 2023)

MN - \$14.4 million annual

MT - \$14.8 million annual

WY - \$41.8 million biennial (governor recommendation of \$43 million includes new 3% statewide lodging tax)

ND - \$ 12.2 million biennial or \$6.1 million annual

Assuming the ROI we had in 2021 – if we were to spend \$4 million in paid marketing, we would see visitor spending increase by \$136 million and an additional \$12 million in state and local tax revenues.

The budget also includes \$50 million in legacy fund earnings for the Destination Development Grant program. This program will provide financial support to build new attractions and offerings and expand experiences to set ND apart and motivate more trips to the state, while also entertaining our residents. Programs in other states have resulted in major developments with positive economic impacts. For example, in KY \$544 million in incentives have resulted in 62 projects costing \$2.2 billion, since 1997. The positive economic impact reached \$9.5 billion. These projects include the famous horse parks and bourbon distilleries that now define KY tourism.

### Federal Funding anticipated for 2023-2025

The Tourism and Marketing Division was awarded an EDA grant which we plan to use in 2023. The dollars will be used for:

- \$1.3 million– State marketing targeting outdoor enthusiasts and leisure travelers looking for new locations to enjoy less crowded communities, trails, and activities.
- \$250,000 – Develop a digital information distribution system to connect travelers to all offerings. The system will populate full listings of offerings. For example, there are campgrounds that are owned and managed privately or by a municipality, the state or one of several federal agencies. The goal is to create one source for all. ND is a state that is not easy to navigate, and this system will assist visitors in planning and booking experiences which will sustain economic activity statewide. The expansion of outdoor recreation will diversify local economies and make them more resilient. This information will also be used to expand services at visitor information centers and rest areas.

Next up will be Maria Effertz, director of Community Services.

## **Community Services**

Thank you, Sara.

Good morning, Mr. Chairman and members of the committee.

My name is Maria Effertz, and I am the Division of Community Services director at Commerce. The Division of Community Services supports ND residents and communities through the administration of federal block grant funds delivered from the U.S. Department of Housing and Urban Development (HUD), the Office of Community Services, and the Department of Energy.

We provide the people of ND with effective, efficient, and customer-oriented administration of federal and state programs for:

- Community Development
- Energy Efficiency
- Housing
- Self Sufficiency

Our division also supports community development across our state. Our Main Street Community Development team works with development organizations, community and county elected officials, and community-minded volunteers to support planning, enhance vibrancy, and advance efforts that contribute to equitable population gain across ND communities.

My testimony today will provide a high-level overview of the work the 10 members of the Community Services team work diligently on every day to support communities, individual citizens, business owners, nonprofit organizations, and community service agencies. Our request this biennium allows the continuation of this support.

Our request also includes an emergency clause that would allow our division to accept additional federal funds.

Many of the programs we administer support low- to moderate-income communities and households. Some of the programs are direct funding but several of our programs work closely with community action agencies, nonprofits, and regional councils.

Community Services manages the Community Development Block Grant (CDBG) funding from HUD. Our funds continue to decline from the federal government for this program, while the regulatory requirements grow and truly constrain the ability to meet the emergency and small project needs in our rural communities. We only receive 3% in federal funding for administration and this past year, our small CDBG team has strengthened our ability to meet these federal demands and ensure program compliance. These changes have resulted in adjustments to the local management and delivery of the funds. While these changes have created short-term modifications, in the long-term this will allow the state to stay compliant with federal requirements and distribute the funds to areas of need across the state.

The low-income assistance activities within Community Services centers around the Community Services Block Grant (CSBG) program. The CSBG program is administered statewide with direct client services being provided through the state's seven Community Action Agencies (CAAs) and the ND Community Action Partnership (NDCAP). In 2022, Community Services supported the delivery of \$4.8 million to CAP Agencies, which has served thousands of ND residents in need, including elderly populations, children in poverty, and disabled individuals.

CSBG programs and services are locally designed to promote self-sufficiency, family stability and community revitalization. The CAAs deliver various services, including emergency assistance, money management and housing counseling, self-sufficiency services, case management and outreach and referral services to low-income households and persons within their respective regions. The CSBG program is also closely integrated with the low-income weatherization assistance program which Community Services also manages.

The U.S. Department of Energy's Low-Income Weatherization Assistance Program works to increase the energy efficiency of homes owned or occupied by low-income persons, reducing their total residential energy expenditures, and improving their health and safety. This program is also managed locally and hires local teams to accomplish the work in each region. Through the federal Infrastructure Investment and Jobs Act (IIJA), the ND Weatherization program received an additional \$15 million to distribute and meet the needs of low-income households. These funds, allocated over the next five years, will allow community action partners to confidentially hire the workforce needed to meet the needs in many areas of the state. As heating and cooling costs increase, a more efficient, weatherized home will return multi-fold for the homeowner and renter.

We are requesting an emergency clause on this \$15,131,495 funding along with the ability to hire two full-time employees to support both the fiscal and program administration. The reasoning for the emergency clause on these funds allows community action partners to start securing additional crews to deliver the services associated with this program. The federal

government provides 100% funding for projects and employees. We would like to have this funding on its own line item called Infrastructure Investment and Jobs Act (IIJA) Weatherization Community Services administers the Emergency Shelter Grant (ESG) and the ND Homeless Grant programs. These programs distribute operational funds from federal and state funding to homeless shelters. In this bill, we are requesting the federal and state funding of these programs be transferred to the ND Housing Finance Agency to support the ultimate recipients through a continuum of care from homelessness to homeowner. This transfer request of appropriation is \$1,387,341 in federal funds for ESG and \$1,330,212 in state Homeless Grant funds.

Commerce has several programs dedicated to energy development, conservation, and production. The Community Services team supports multiple programs that deliver energy and conservation measures to increase efficiencies for homes and communities.

The State Energy Program (SEP) promotes energy efficiencies and conservation through funding by the U.S. Department of Energy. Every year, the SEP receives an annual allocation to fund a variety of energy-related activities including energy education, installation of energy efficient measures (building audits, lighting retrofits, HVAC upgrades, etc.), transportation initiatives (alternative fuel vehicles and fueling systems) and renewable energy technologies (small scale wind turbines and solar technologies). In the last biennium, the SEP was awarded more than \$1.34 million in project funding to 42 projects across the state.

Through the federal IIJA, this program will receive an additional \$3,905,130, which can be expended over four years, to accomplish the above goals along with developing a state energy plan to support Community Services and other state agencies' efforts to deliver federal funding and efficiencies. Additionally, federal legislation has authorized over \$4 million for a revolving loan program, \$78 million in energy efficiency rebates and training, and nearly \$10 million in Energy Efficiency and Conservation Block grants.

We are asking for an emergency clause to accept \$120 million of funding along with the authority to hire one full-time employee to support the coordination and grant distribution of these dollars. The reason for the emergency clause on these funds is to allow the state to complete the Energy Preparedness plan by April 2023, which is required to receive federal funds. The amount requested is higher than our known dollars as several states have indicated they will be turning back their dollars which will result in larger projected funds for the states which have plans for using the funds. The regular allocation requires a 20% match from state and local, but the additional federal funds allocated under the IIJA will not require a match or state funds.

The emergency funding request is:

- \$20 million IIJA SEP
- \$90 million IRA SEP
- 1 FTE

The Energy Conservation Grant, administered by Community Services, assists ND political subdivisions in making energy efficiency improvements to public buildings. Energy conservation projects in nonfederal public buildings owned by political subdivisions may qualify for consideration. Awards are available up to \$100,000 and a 50% cash match is required. Projects that meet the qualifications will be awarded on a first come, first served basis and are subject to funding availability. We are asking for a continued appropriation for this heavily used program.

Community Services houses many of the development programs that help keep communities going. We are assigned the responsibility of updating and amending the ND State Building Code. While not involved in the enforcement of the State Building Code, the state supports research and federal/state directives. Community Services also manages the HUD program for manufactured home installers licensing and training. This self-sufficient program provides homeowners and families the assurance the manufactured home was installed correctly and safely.

The administration of the Renaissance Zones is also housed in Community Services. Renaissance Zones are tools to help cities revitalize their communities. This legislative body will hear separate bills proposed to enhance and adjust the Renaissance Zone timeframes and incentives.

The Main Street Community Development team works closely with leadership and volunteers across the state to improve their vibrancy, support planning efforts and provide sustenance to develop our main streets and nonprimary sector businesses.

At the end of 2022, we have awarded Partners in Planning grants to 20 communities in the amount of \$169,587. The total state and local investment for these grants totaled over \$10 million with a 25:1 ROI. These planning grants were awarded to a variety of rural and urban communities and are helping communities build plans to attract workforce, create community spaces for all generations, and develop recreational options. Additionally, Commerce was able to award nearly \$73,528 in Vibrancy grants that also equaled nearly a 10:1 return on investment in local match funds to create communities where new and existing workforce and families want to call home.

In conversations with communities, there was a repeated concern about citizens being willing to take on the responsibility of community leadership. The Main Street Community Development team worked with a Minot area nonprofit and Minot State University to pilot the Launching Leadership program supporting 15 youth to develop leadership skills with the intent of exposing and encouraging youth to take active roles in elected positions. We intend to continue and grow this program regionally and hopefully statewide.

Main Street Community Development has also been charged with administering and providing results of a \$1 million grant from the federal economic development administration. The state

has awarded six grants totaling \$506,000 grants to communities across the state to create in-depth placemaking plans that attract and retain workforce and families. Additionally, with this grant funding, five communities received technical assistance and direct grants to understand and expand their artists' involvement and activities on their Main Streets. The budget presented has a one-time allocation of \$800,000 to continue supporting communities in planning, community vibrancy to attract and retain workforce, youth involvement and additional collaboration with federal and state partners.

The common theme you hear in this testimony is proper planning. I believe great plans lead to success, and that is why we are proposing a one-time funding allocation to pilot a Workforce Housing plan and implementation in partnership with rural communities.

State agencies have recognized the value of communities that have participated and actively planned for their future. Commerce now partners with other state agencies to provide insight and direction to communities that have taken the effort and time to plan. These agencies provide additional considerations to Main Street champion communities, which carries over and supports the community's investment in planning.

Communities also expressed grave concerns about the "gaps in their smiles" and slum and blighted properties which have created areas of the community where the development of existing infrastructure becomes very difficult. Working jointly with the Division of Environmental Quality (DEQ), Commerce is proposing the community pilot program to support publicly owned buildings, which have development plans to remove identified hazardous materials and support redevelopment of buildings and Main Streets. This pilot program can only be used if the community has identified a reuse of the building/area and can prove matching funds.

Main Streets and rural communities are critical to the success of our state. We need to maintain our grocery stores, gas stations, drugstores, and boutiques. To maintain these critical parts of a community, it takes smart planning and support to the local elected people and volunteers. For this reason, we have asked to employ a rural community development planner who can support the local developers and community leaders create and deliver economic, community and comprehensive plans which do not increase tax burdens while growing the community's base.

We need to utilize the federal funds according to the regulations and guidelines provided. The Community Services team is small but mighty. With only 10 full-time employees, they have successfully distributed millions in eleven state and federal programs meeting the needs and providing resources to nearly every corner of the state. With your support, we know we can do even more to transform our state and move the needle to support our families and workforce for **every** part of the state.

Chairman Nathe and committee members, this concludes my testimony and ask for your support for House Bill 1018. I would be happy to answer any questions.

I would like to now turn the podium over to Shawn Kessel, COO and deputy commissioner.

## **Global Engagement**

Thank you, Maria.

Chairman Nathe and members of the Education and Environment Division of the House Appropriations, my name is Shawn Kessel and I have the privilege of serving as COO/Deputy Commissioner at Commerce.

The ND Trade Office (NDTO) was moved to the Department of Agriculture last year, but Commerce retained the foreign direct investment strategy. We have been working closely with the NDTO, private businesses and other ND units of government, local and state, to obtain interest and then investment in ND from foreign businesses. We have retooled what you may know as COIN into the ND Global Engagement Office (GEO). GEO offers customized services:

- Identification and engagement of compatible foreign markets and expansion-ready foreign business
- Liaison between foreign businesses and ND
- Foreign market research
- Foreign investment mission planning and execution

These services help international companies looking to locate, expand or invest/acquire businesses in ND that will ultimately grow and diversify our economy. The office is an advocate and liaison between foreign investors and federal, state, and local governments in ND. Connecting foreign businesses with ND companies/opportunities to create mutually beneficial partnerships while eliminating barriers so they can invest, expand, and operate their business in ND.

After developing a solid international reputation, it will provide us with additional opportunities to expand the service offerings to three broad entities:

### 1. Foreign Entity

- Helping set up a U.S. business entity
- Identifying and visiting business sites to forge relationships/partnerships
- In-depth research on available workforce, infrastructure, taxes and more
- Introductions to regional and local economic development partners and elected officials
- Customized incentives to eligible businesses including financial assistance (grants, low-interest loans, tax credits, bond financing and job training)
- Information on foreign trade zones in ND

### 2. ND Entity

- Foreign market economic opportunity tracking/communication
- Tracking of participating ND projects/businesses seeking foreign direct investment

- Ongoing/regular project presentation to foreign investors
- Tracking foreign business ownership/investments
- International market business engagement trainings in partnership with NDTO and U.S. commercial services
- Collaborative investment missions with other states

### 3. ND

- Global Engagement Office international business internships/fellowships
- International business/government global engagement trips
- International market business engagement trainings in partnership with NDTO and U.S. Commercial Services

#### An ND example of FDI

Bobcat was founded in Gwinner, ND in 1947. It was bought out by Doosan, South Korean company, in 2007. Revenue has almost doubled since 2015 and net profits are up 250% during the same period.

#### How do we identify who we work with?

We are in the process of developing a rubric to identify priorities when selecting which countries we should engage with that have the highest potential for success. That rubric contains the following data:

- Friendly nation/political stability of the country
- Alignment with current ND industries
- Country gross domestic product (GDP)
- Five-year foreign direct investment trend
- Current relationship with NDTO, ND companies or ND political entities

In partnership with NDTO, GEO held the first governor-led trade and investment mission to Japan in October of 2022. Positive outcomes include:

- Total Japanese companies/organizations engaged: 157
- Private meetings: 17 (\$985.93 billion in direct market cap)
- JETRO presentation: 137
- Keidanren presentation: 15
- Embassy Reception: 153 attendees (-34 ND) = 119

This mission strengthened our partnerships with global industry leaders such as Sumitomo Corporation, that recently visited and will be returning to ND seeking investment opportunities state-wide.

#### Opportunity

According to the Bureau of Economic Analysis, Foreign Direct Investment (FDI) in the U.S. in 2020 to acquire, establish or expand U.S. businesses totaled \$120.7 billion. The latest data available from the Organization for Economic Co-operation and Development (OECD) shows

that in the first semester of 2021, FDI inflows to the U.S. totaled \$149 billion, tripling the level reached during the same time period in 2020.

### Challenge

FDI in ND, according to the federal Bureau of Economic Statistics, has been non-existent since 2018 and was on life support in 2016 and 2017.

### **New Foreign Direct Investment in ND by Type**

	2014	2015	2016	2017	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Businesses Acquired	0	32	0	0	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Businesses Established	0	0	3	6	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Businesses Expanded	4	13	0	0	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### Budget Overview

- \$368,500 operating budget
- \$268,430 salary and benefits
- Request 1 FTE

### Goals

- Hold a governor-led investment mission once every two years
- Hold a Commissioner-led mission annually
- Economic Development
- Workforce
- Tourism
- Engage at least five countries annually (Consulates/Embassies)
- Increase FDI in ND
- Increase available workforce in ND through immigration
- Facilitate education/university relationships
- Help create ambassadorship/"sister" relations
- Elevate tourism in ND from foreign nationals

Before I turn the podium over to Rich Garman I would like to find out if there are any questions I can try to answer.

Not only do I work closely with the NDTO, I also work closely with Rich Garman and the Economic Development and Finance (ED&F) team and he is prepared to talk to you about the many wins and opportunities in ED&F.

## **Economic Development & Finance**

Thank you, Shawn.

Chairman Nathe and members of the Education and Environment Division of the House Appropriations, my name is Rich Garman, and I am honored to have been given the opportunity to serve as the Director of the Economic Development & Finance (ED&F) Division.

I have been with Commerce for the past 1 ½ years. Prior to this role, I was in the energy industry for over 30 years. The last 15 years were spent at Great River Energy (GRE) as a project manager and an economic and business developer. During my tenure at GRE, I learned from my mentor Al Christianson that economic development is a marathon, not a sprint. While at GRE, I saw the completion of several major projects. The major projects were Spiritwood Station, Dakota Spirit Ethanol, Spiritwood Energy Park and the decommissioning and demolition of the Stanton Station. Thanks to your good work, I never got to complete the final project I was assigned. That project was the decommissioning and demolition of the Coal Creek Station. That was one project I did not want to complete. You did the impossible. When a power plant is marked for demolition, they don't make a comeback. Only in ND could this feat have been accomplished. You saved an industry, and the livelihoods of 1000's of North Dakotan's (many of my former co-workers and friends) and several ND communities.

The abundant oil and gas fields in the west were laid down millions of years ago. We have developed ingenious solutions that have allowed for hydraulic fracturing of the rock that contained the tightly trapped Bakken oil. We also passed thoughtful legislation that allows the industry to grow and prosper in an environmentally sound way. We are now the third largest oil-producing state in the U.S.

The latest prize that ND has lying beneath our feet is simply empty space (pore space) which is strategically placed between several layers of non-porous rock. Several years ago, our leadership had the foresight to obtain Class 6 primacy from the federal government. This primacy allows ND to permit its own CO2 injection wells. This has become an extremely valuable asset as of late with the passage of the Inflation Reduction Act and the allowance setting of pricing of sequestered CO2 at \$85 per ton. It is estimated that ND has the capacity to store 250 billion tons of CO2 under its vast landscape. Preparation and planning now allow us to take full advantage of this to bring wealth into ND.

We have been busy the past two years bringing tens of billions of dollars of potential projects to the ND portfolio. These projects cover the spectrum from ag, to energy, autonomy,

technology, and manufacturing. We are taking a much more proactive approach and seeking out these opportunities.

## **Current biennium accomplishments, challenges**

### State of Energy Production

The Bakken oil play is naturally moving from an oil play to a gas play. The pipeline capacity moving natural gas from the Bakken to external markets is essentially full. Current production is approximately 3 billion cubic feet (BCF) per day, projections show that potentially doubling in the next decade. We need to actively develop projects that add value to natural gas and allow for full production and maintenance, and even increase tax revenue. Several large projects are proposed or underway right now that do just that, add value to the natural gas, near the source.

- Potential Value-Added Projects Utilizing Significant Volumes of Natural Gas
  - Gas to Liquids Project
  - Sustainable Plastics Project
  - Sustainable aviation fuel production facility
  - Fertilizer Production
  - Hydrogen Hub
  - Pipeline to Eastern ND
  - Three major soy processing plants (spread across the state)

Some highlights on some of those projects are as follows:

Gas to Liquids Project: A \$3 billion facility to be built by Cerilon in Williams County. Gas to liquids (GTL) is a process that converts natural gas to renewable diesel fuel (14,000 barrels per day). This will be the first of its kind in North America and will have the lowest carbon footprint of any GTL plant when utilizing CO2 sequestration.

Sustainable Plastics Project: Newlight utilizes methane and ocean-based microorganisms to produce a biodegradable material that is an alternative to single-use plastic (AirCarbon). They currently have a facility operating in Huntington Beach, CA, and market their products retail and wholesale.

Produced Water Processing: Two separate entities are developing projects that will take produced water from oil production and process it to remove the salts from the water. These salts have commercial value as bases for producing several industrial chemicals. The most valuable salt that can be extracted is Lithium. Demand for battery production will make ND a major player in the lithium markets. It will also be one of the cleanest methods of producing lithium in the world.

Metal Ore Processing: A huge win for ND came with the announcement that Talon Metals will be locating a nickel processing plant in Mercer County. This facility will bring nickel mined in Northern Minnesota to be processed in Mercer County. The nickel processed will be sold on long-term contracts to battery manufacturers (Tesla). The facility has an approximate capital construction budget of \$400 million. Talon Metals also received a \$114 million Department of Energy grant (27% of the budget).

Grand Farm: Grand Farm facilitates agriculture technology collaboration and research bringing together researchers, growers, industry, startups, and government to solve some of the world's largest challenges in agriculture. It will provide acreage for the deployment of agriculture technology projects, rapid prototyping capabilities, and increased research and educational capacity. Senator Hoeven announced \$1 million in federal appropriations to develop a partnership between Grand Farm, NDSU, and the U.S. Department of Agriculture's Agricultural Research Service. In 2022, Grand Farm was awarded a \$10 million matching grant by the ND Legislature and Commerce to be used towards the building of the Innovation Facility.

Soy processing: Two years ago, there were no soybean processing facilities in the state, there will soon be four. Green Bison (ADM/Marathon) in Spiritwood, CGB/Minnesota Soy in Casselton, Epitome Energy in Grand Forks, and AIC Energy in Trenton. These facilities will shift the soy markets in ND by keeping those beans here and adding value in ND. Oil will be processed into renewable diesel and sustainable aviation fuel. The soy meal will open new markets in animal feed in ND. To maximize this value chain of soy meal, we need to work towards attracting more animal agriculture to the state.

## **Challenges**

### Growing portfolio

We have an ever-growing portfolio of projects we are managing. We are working diligently to implement several project management and efficiency tools to work smarter. We are working to streamline our work and seek out the value-added steps while trimming out the non-value-added steps. This is a delicate procedure since we absolutely want to maintain our reputation of outstanding customer service, while streamlining our processes.

### NIMBY

We occasionally see some resistance to local development. The "Not in my backyard" problem comes to the table in some discussions. The best solution for this issue is excellent preparation of projects so that we understand as much as possible about project impacts before moving forward. The next thing is the simplest and yet the trickiest. Solid, constant, effective communication with local leadership is critical. We need to flood all the communication channels with positive, truthful information to reduce the false information that makes it out to the public. This is on us in Commerce to lead and make sure it happens on a regular cadence. To help facilitate this, Commerce will be working on a media relations kit to share with our local development partners.

## Incentives

ND offers many generous and useful incentives for projects. What is becoming apparent though, is that the dollar of these incentives is becoming less effective as the net value of projects is going up. A decade ago, a project in the high \$100 millions was a rare item. Today, that level is becoming common and now projects over the \$1 billion mark are becoming more and more common. Our incentives packages need the ability to grow with the size of the projects we have in the portfolio now.

## Valuing employees

As we have discussed, we are working on a portfolio of projects now that is 10 times what we were a few years ago. Our staff has not grown in numbers except to backfill a few positions and to ask for the addition of an Autonomy Office. We are working hard to streamline as much as possible to utilize as many technologies as are appropriate to manage our project load. With increased project load and extremely high inflation, we need to continually address the issue of compensation. We need to make sure we are compensating our team and that we can attract new talent as the need arises.

## **Next Biennium Goals & Plans**

### Carbon Capture, Sequestration and Use

We have a goal of carbon neutrality by 2030. A key to making this goal a reality is the geology of Western ND (250 billion tons of CO<sub>2</sub> capacity). The Inflation Reduction Act sets the value of CO<sub>2</sub> sequestered has been set at \$85/ton. Importation of CO<sub>2</sub> from ethanol plants from neighboring Midwestern states and Southeast ND is part of the solution. The Summit Carbon pipeline will open many opportunities in Western ND for carbon sequestration. In addition to the Summit Pipeline Project, ND is poised to take advantage of the sequestration funding of IRA with the implementation of Project Tundra. Project Tundra will capture and sequester the 100 million tons of CO<sub>2</sub> from the Minnkota's Milton R Young Station. Other sites that are being evaluated for CO<sub>2</sub> sequestration are the Rainbow Energy Center, Midwest AgEnergy's Blue Flint Biorefinery, and the industrial development west of Williston near Trenton.

Current incentives promote sequestration over use. There are many practical uses for CO<sub>2</sub>. Ironically, in a world where we are all worried about too much CO<sub>2</sub> in the atmosphere, we are desperately seeking CO<sub>2</sub> for industrial and municipal use. CO<sub>2</sub> has many industrial uses - carbonation of beverages, a key nutrient feedstock in greenhouses, metal fabrication, cooling systems, fire suppression and as a feedstock for treating municipal wastewater and as a curing agent for concrete.

Red Trail Energy in Richardton is currently actively sequestering all its biogenic CO<sub>2</sub> generated. They estimate that they are on schedule to sequester 180,000 tons per year of CO<sub>2</sub>. This is the first in the nation facility to become permitted under a State Class 6 Primacy to capture and sequester CO<sub>2</sub>.

Many of the projects (including foreign investors, like Sumitomo) we have been working with cite their driving factor is lowering their Carbon Intensity Score. This is only possible with a viable carbon sequestration opportunity in the state. It is a goal of Commerce to develop CO2 sequestration as a utility as readily accessible as power, gas or water supply. We are discussing with some companies about developing several carbon sequestration sites to be able to offer this service to companies considering locating to ND.

### Synergy

With all of these projects in the portfolio, the most logical way to make the best and most efficient use of the resources and land we have available is to work to develop these entities in hubs or parks. The grouping of complementary facilities next to each other makes economic and synergistic sense.

We are promoting several of these hubs across the state. Several already exist or are planned (Minot Intermodal Site, Spiritwood Energy Park, Rainbow Energy Center, Trenton Eco Park). Commerce will work to find synergies between companies wanting to locate to ND. We will work to place them in the area that best suits their utility and logistics need. We will also work to co-locate entities that would gain synergy.

### Fertilizer Projects

Several projects proposed are currently proposed in various locations across the state. ND imports 80% of its fertilizer products. The balance is imported (nationally and internationally). This is problematic as supply chain issues continue to disrupt markets. A single facility proposed would produce approximately 20-30% of the need in the state. Our farmers pay the highest prices in the country for fertilizer. Establishing an effective fertilizer production industry is a top priority for us in the next biennium.

### Pipeline to Eastern ND

A pipeline to move gas from western ND to eastern ND was proposed in the 2021 legislative session. The legislature approved a \$150 million fund to facilitate the construction of this pipeline. This pipeline would reduce the congestion of natural gas in Western ND while promoting development across North Central and Eastern ND. Fertilizer production and soy processing plants in Grand Forks would utilize natural gas supply from the Bakken. Private developers need to have commitments for a significant volume of the gas prior to committing to building the line. Commerce will work diligently to identify and lock down those developments that will support the project plan for the west to the east natural gas line. This effort will support the utilization of the overabundance of natural gas.

### Hydrogen Hub

The EERC has submitted a concept paper to the Department of Energy. This concept paper has resulted in an invitation to submit a full application by April of 2023. 79 concept papers were submitted, with 33 being encouraged to submit a full application. Of those 33, 6-10 will be selected to receive a share of the \$7 billion in grants to establish regional hydrogen hubs.

These will create a network of producers, consumers, and local connective infrastructure to accelerate the use of hydrogen as a clean fuel source.

ND's hydrogen hub is a combination of green and blue hydrogen, taking advantage of CO2 sequestration.

### UAS/Autonomy

The commercial drone market is \$24.39 billion and is forecasted to reach \$504.5 billion by 2030. Industry growth is expected to be driven by regulatory advancements and technological innovations. ND is home to a strong UAS ecosystem having unique expertise, capabilities, and amenities that appeal to industry, academia, and federal agencies. Our Northern Plains UAS Test Site is one of only seven FAA-approved UAS test sites in the nation. Grand Sky, the nation's first UAS-focused business park, is poised to build upon its successes to date as its anchor tenants experience considerable growth. Vantis is a major project of the Northern Plains UAS Test Site and is designed to enable safe beyond visual line of sight (BVLOS) UAS operations across ND. The ND UAS ecosystem already features prominent companies such as Northrop Grumman and General Atomics; successful service providers such as ISight Drone Services, Frontier Precision, and SkySkopes; and rapidly scaling businesses such as Thread and Packet Digital.

### Promoting the State

ED&F is in an enviable position right now that we get to guide the development of projects that are the most economically beneficial, most environmentally conscious, and the best fit for the citizens of ND. We evaluate these potential projects, help them identify the needs they have and pair them with the best locations in the state. The key here is that we can bring the best-suited projects to ND. We will do so by working hand in hand with both workforce development and community development growing in a controlled, organized manner. Economic development without consideration of workforce or community results in chaotic boom/bust cycles. Economic development with consideration to these two key elements results in strong, vibrant, economically stable communities.

With the incredible amount of project potential and potential volume of federal funding, we have organized an Energy and Economic Coordination Office within ED&F. The purpose of this office will be to coordinate the economic development efforts for the State in the energy sector. They will coordinate with all the various entities having expertise in various energy areas (ND Pipeline Authority, the ND Transmission Authority, the ND Department of Mineral Resources, ND University System, the EERC, EmPower ND, the Lignite Energy Council and the ND Petroleum Council.)

### Funding

ND Investment Fund – Requesting funding at \$30 million

LIFT – Request funding at \$20 million

Innovate – Funding level request for biennium - \$948,000

We also support the use of several other funding sources housed in other agencies. We support the continuation and enhanced funding of these sources:

Clean Sustainable Energy Authority – Funding at higher levels

Renewable Energy Authority – Very popular program

APUC – key first stop for new projects in the ag sector

Lignite Research Council

Oil & Gas Research Council

Bank of North Dakota – Retaining Earnings

### **Economic Development & Finance Budget Highlights**

Budget Overview –

\$300,000 increase for increased operating expenses

\$10 million Automation Budget Grant

\$22 million grants budget for Grand Sky

\$30 million for Northern Plains Test Site

1 FTE – Office of Autonomy

#### Federal Funding Opportunities

Support of *Hydrogen Hub* Application (*IRA*)

Investigating opportunities in *Regional Technology & Innovation Hub* (*CHIPS ACT*)

State Energy Program

Several other programs are being investigated

#### Summary

In summary, ND has been doing amazing things. We have never feared hard work. Challenges have been a way of life here from the beginning, but so have opportunities. It is when we pair those challenges, hard work and opportunities, we make our own good fortune for the citizens of ND.

Chairman Nathe and committee members, this concludes my testimony. I ask for your support for House Bill 1018. I would be happy to answer any questions.

Thank you.



Commerce

# HOUSE APPROPRIATIONS

January 9, 2023



NORTH  
**Dakota** | Commerce  
Be Legendary.

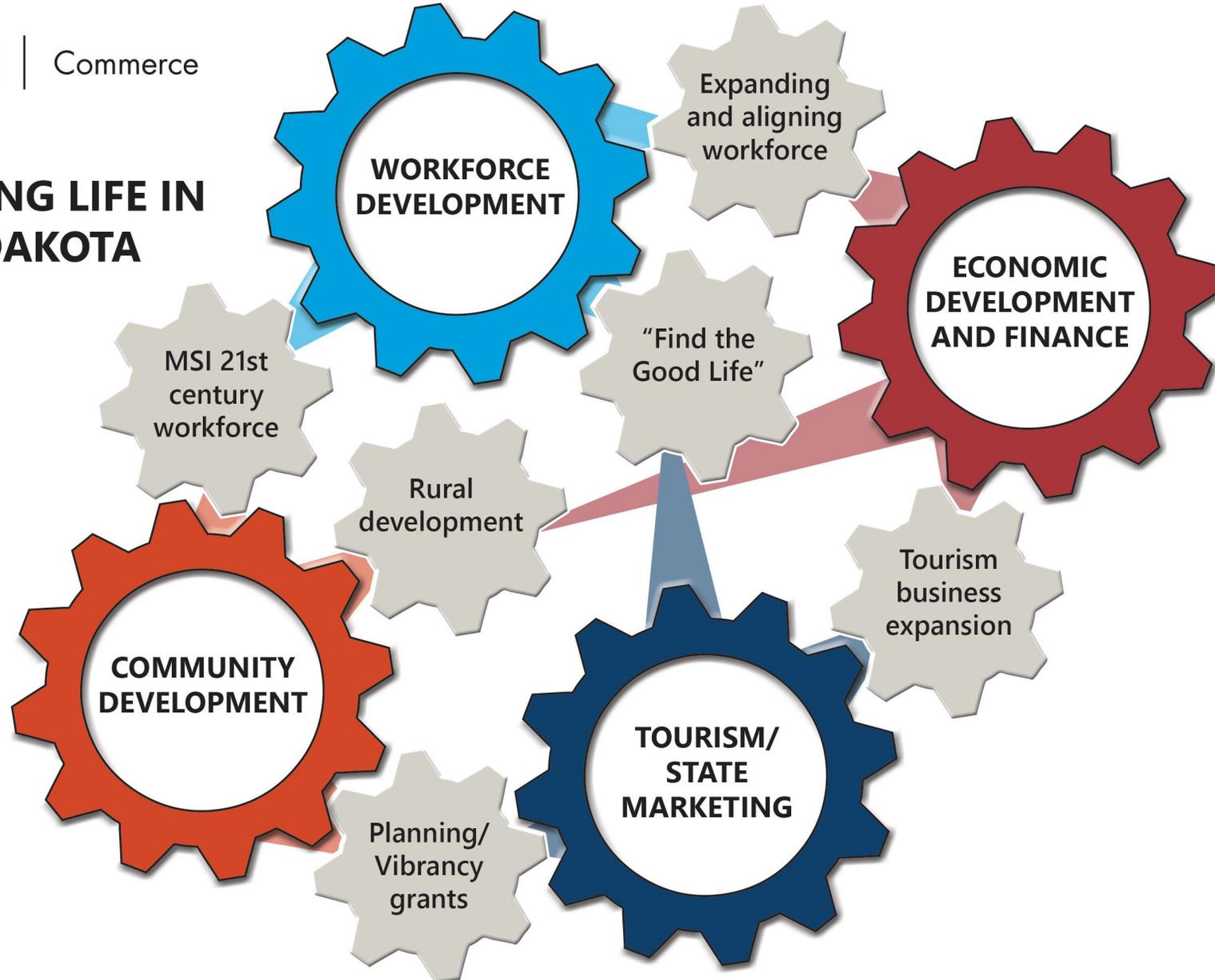
The North Dakota Department of Commerce works to improve the quality of life for North Dakota citizens by leading efforts to attract, retain and expand wealth. Commerce serves businesses and communities statewide through committed people and partners who offer valuable programs and dynamic services.





[Commerce Video](#)

## IMPROVING LIFE IN NORTH DAKOTA





# AUDIT

- Commerce LIHEAP Finding – lack of subrecipient risk assessments.
- Finding relates to the global pandemic.
- Corrective action plan has been completed as of December 31, 2022.

# COMMERCE FTES

## Current

58.8 FTEs – Fully Funded with Benefits

## 2023-2025

63.8 FTEs – Fully Funded with Benefits

## 2023-2025 - FTE Request

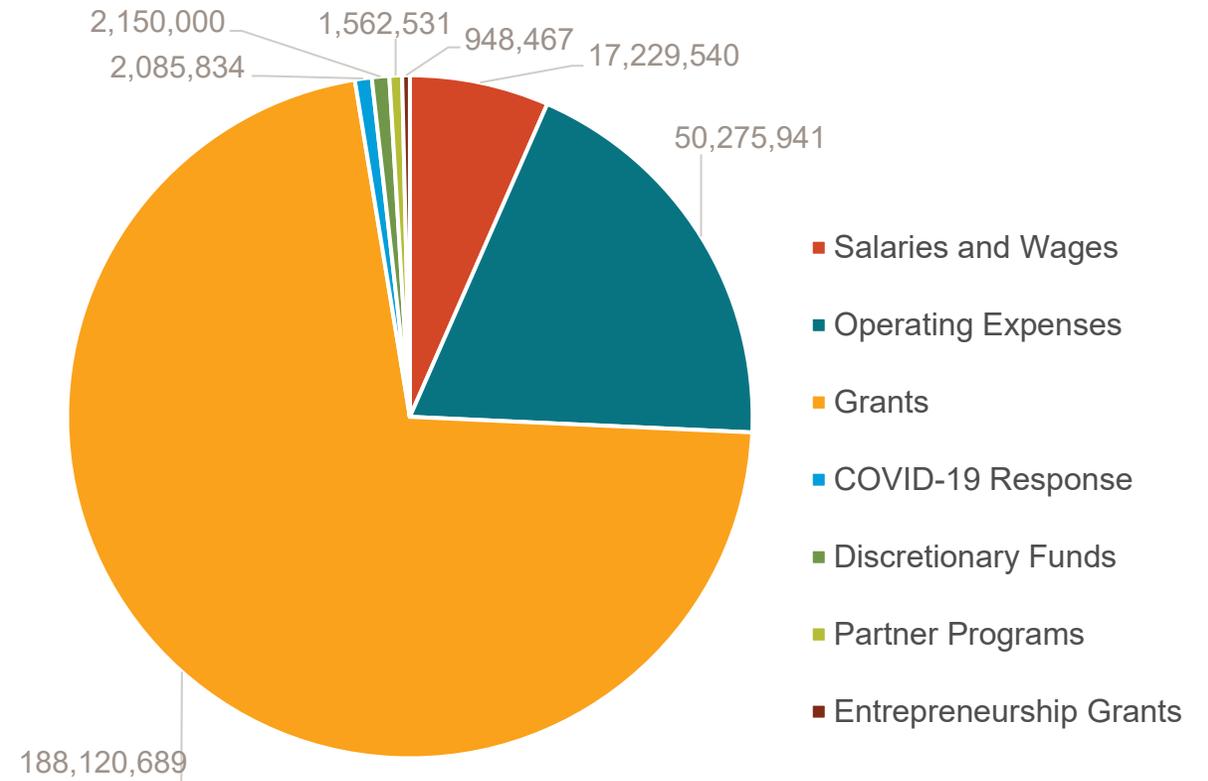
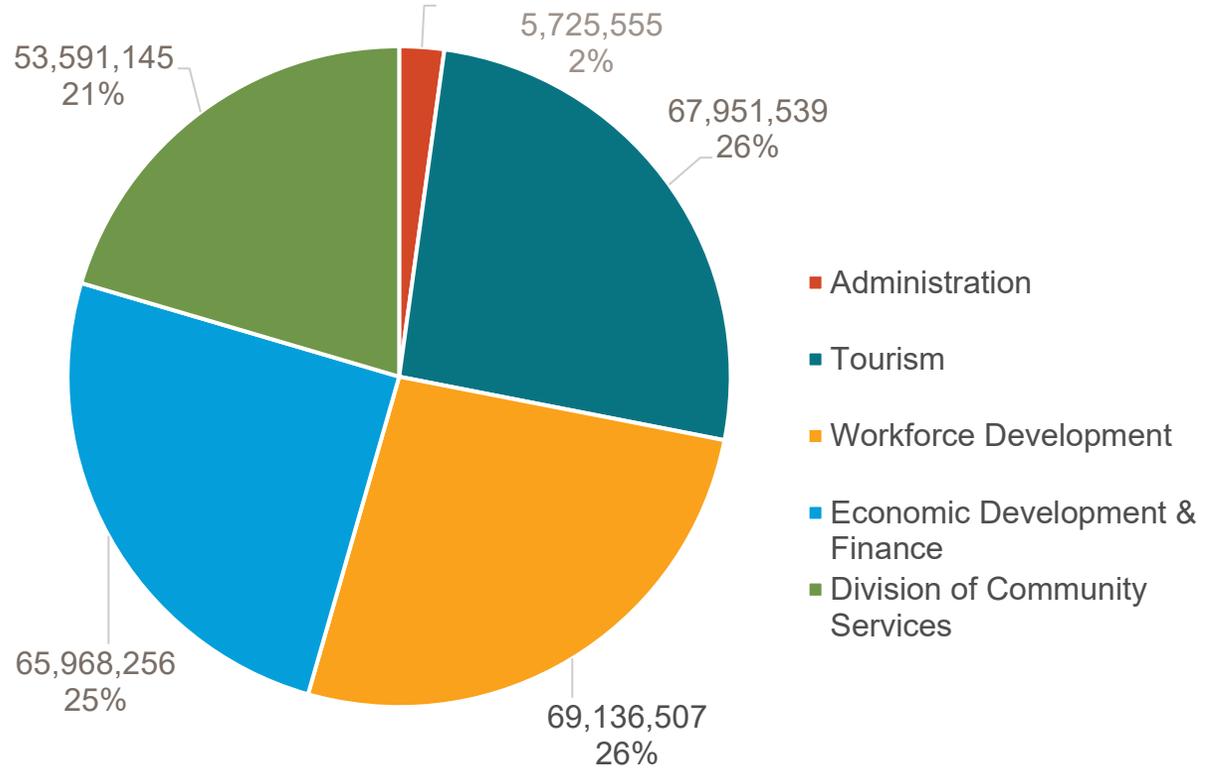
- Workforce Division (2 FTEs)
- Office of Automation (1 FTE)
- Community Services\* (1 FTE) \* May add three more
- Global Engagement (1 FTE)

# SUPPORT FOR TOTAL REWARDS

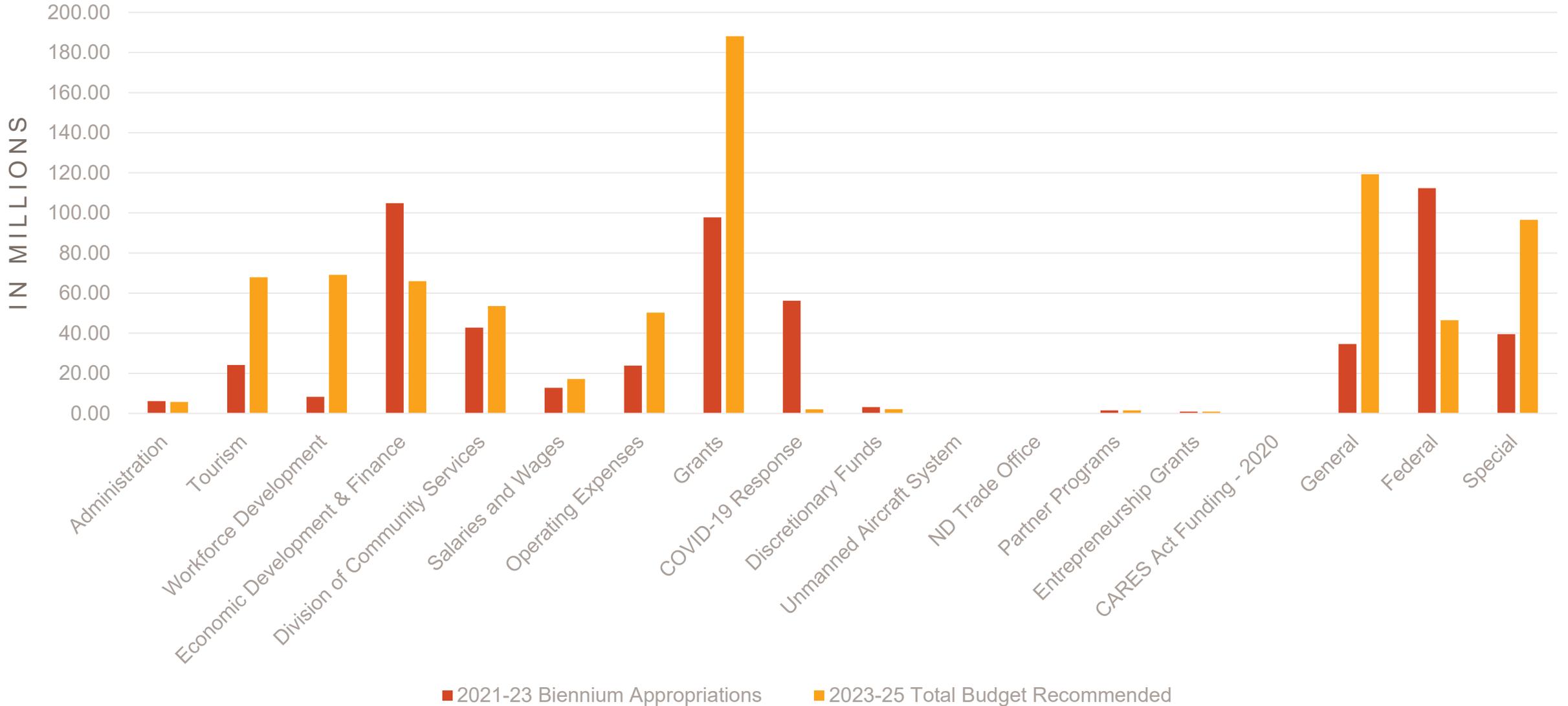
\$90M equity

- 6% year one
- 4% year two

# BUDGET – OPERATIONS OVERVIEW



# BUDGET COMPARISON



# ONE TIME FUNDING – LAST BIENNIUM

- Beyond Visual Line of Sight Unmanned Aircraft System Enhanced Use Lease Grant
- COVID 19 Response – State Small Business Initiative
- Discretionary Funds – Tourism Planning Grants
- Job Development and Economic Growth Grant
- Motion Picture Production and Recruitment Grant
- Technical Skills Training Grant
- Tourism Marketing
- Tourism Transportation Improvement Grants
- Travel Agency and Tour Operator Emergency Resiliency Grants
- Event Center Emergency Resiliency Grants
- Unmanned Aircraft System
- Workforce Grants to Tribally Controlled Community Colleges Workforce Safety Grant

# ONE TIME FUNDING – PROPOSED 23-25

## **One Time Funding**

### **Workforce**

Workforce Investment Funding	\$ 20,000,000.00
Talent Attraction	\$ 24,797,060.00
Automation Workforce Transition Training Program	\$ 5,000,000.00
Workforce Enhancement Grant	\$ 2,000,000.00
Volunteer Generation Fund	\$ 878,571.00

### **Tourism**

Destination North Dakota	\$ 5,000,000.00
Destination Development Fund	\$50,000,000

### **Community Development**

Rural Renewal Workforce Housing	\$ 5,500,000.00
Community Development Grants	\$ 800,000.00
Rural Revitalization and Redevelopment Grant Program	\$ 10,000,000.00

### **Economic Development and Finance**

Northern Plains Unmanned Aircraft Systems	\$ 30,000,000.00
Enhanced Use Lease - Grand Sky	\$ 7,000,000.00
Automation Grant	\$ 10,000,000.00

### **Transfers**

#### **Workforce**

Internship Fund	\$ 1,000,000.00
-----------------	-----------------

#### **Economic Development and Finance**

North Dakota Development Fund	\$ 30,000,000.00
Innovation Loan Fund	\$ 20,000,000.00

## 21-23 SPECIAL SESSION FUNDS

	<b>SB 2345</b>	<b>(60180)</b>	<b>Amount</b>	<b>Nov-22</b>
North Dakota Development Fund	Section 35		\$5,000,000.00	Transfer is pending
Autonomous Agriculture Matching Grants	Section 37		\$10,000,000.00	\$279,697.25
Workforce Development Incentive Grant Program	Section 38		\$15,000,000.00	\$20,413.31
Technical Skills Training Grant Program	Section 39		\$5,000,000.00	\$191,406.95
	<b>HB 1506</b>			
Workforce Community Services Program	Section 19	(60163)	\$1,074,888.00	
Community Development Planning Grant Program	Section 20	(60164)	\$1,000,000.00	\$116,089.26
Workforce Innovation Network Grant Program	Section 21	(60167)	\$100,000.00	\$41,257.49

# ANTICIPATED FORMULA ALLOCATION FEDERAL FUNDS '23-'25

The following was provided to legislative council in September 2022 regarding anticipated federal formula funds Commerce is anticipating to receive.

Program Name / Description	Estimated Federal Funds to be Received
Community Development Block Grant/State's Program	\$8,200,000
Emergency Shelter Grants Program	1,000,000
Shelter plus Care (Special Needs Assistance)	500,000
State Energy Program	881,360
Weatherization Assistance for Low-Income Persons	6,000,000
LIHEAP	10,000,000
Community Services Block Grant	7,000,000
SHOPP	5,000
State Commission	269,135
Americorps	2,000,000
Commission Investment Fund (CIF)	250,000
Apprenticeship Grants	347,160
National Aeronautics and Space Administration	10,000,000
Total	\$ 54,018,402.50





# WORKFORCE DEVELOPMENT

The North Dakota Department of Commerce Workforce Development Division partners with other state agencies and public sector industry to deliver specialized programs and services to assist in enhancing the workforce of North Dakota.

It monitors and delivers workforce strategies for North Dakota such as:

- Ensuring employers have access to a skilled talent pool
- Growing opportunities for youth in careers and civic engagement
- Expanding volunteerism

**Katie Ralston Howe, Director**



# WORKFORCE DEVELOPMENT

## REGIONAL WORKFORCE IMPACT PROGRAM Current Biennium

### Accomplishments

- Awarded 59 projects to date
  - Areas of focus: infrastructure investments, talent attraction, affordable housing, career exploration, career and technical education, workforce training, and child care.
- Supported expansion of 33 child care facilities; 1,590 new slots statewide

### Challenges

- Limitations within federal funding source
- Modifying program during application window to accommodate applicant concerns
- Timeline to review and approve applications took longer than expected due to gaps and ineligibilities in proposals
- Program end date is causing concern for recipients

### Funding

- 2021-2023: \$15 million (ARPA); \$14,218,377.14 awarded to date

# WORKFORCE DEVELOPMENT

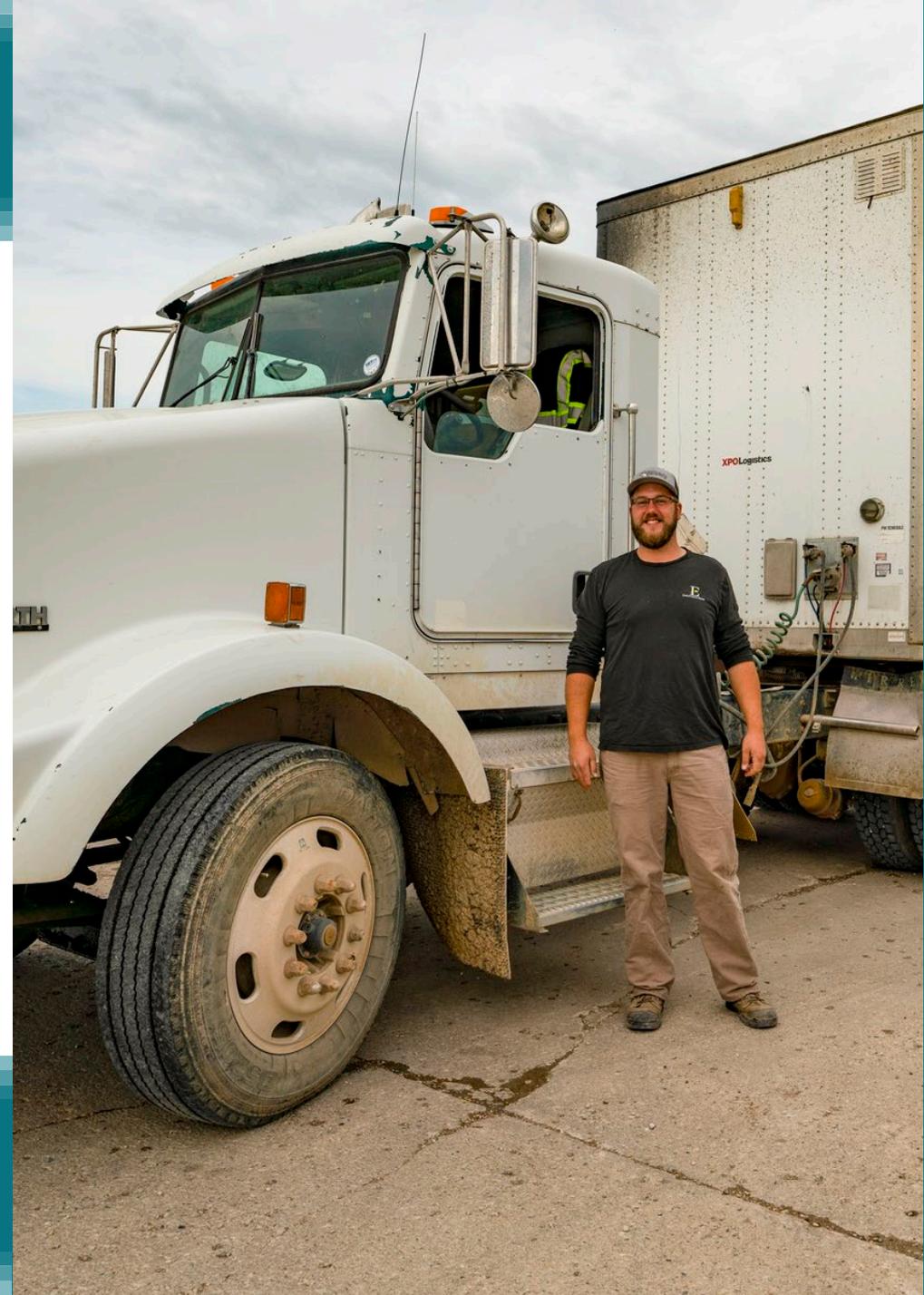
## TECHNICAL SKILLS TRAINING GRANT CURRENT BIENNIUM

### ■ Accomplishments

- Expanded program to include incumbent worker training
- 20 programs supported this biennium
- Examples: welding, CNA, CDL, software development and cyber security, UAS, and more.
- Training providers include businesses, community colleges, area career and technology centers

### ■ Funding

- 2021 Regular Session: \$1M (CRF); \$509,171 expended
- 2021 Special Session: \$3M (ARPA); \$626,705 awarded



# WORKFORCE DEVELOPMENT

## WORKFORCE INNOVATION GRANT Current Biennium

### Accomplishments

- Working to identify most innovative opportunities within ARPA guidelines

### Challenges

- Administrative burden and challenges with RWIP caused Workforce Innovation Grant to stall
- Initial vision for grant is not allowable under ARPA guidelines
- Challenges in hiring a temporary employee to administer ARPA grant programs

### Funding

- 2021-2023: \$2M (ARPA); requesting carryover authority

# WORKFORCE DEVELOPMENT

## OPERATION INTERN, AMERICORPS – Current Biennium

### OPERATION INTERN

#### Accomplishments

- 148 businesses
- 470 interns

#### Challenges

- Demand was higher than available funding
- \$824,358

#### Funding

- 2021-2023: \$755,000

### AMERICORPS

#### Accomplishments

- Increased number of projects; now at six
- Recruited 150+ AmeriCorps members
- 62 service locations

#### Funding

- Federal: \$3.8M
- State match: \$108,302

# WORKFORCE DEVELOPMENT

## FIND THE GOOD LIFE IN ND Current Biennium

### Accomplishments

- Have 1,106 leads in the pipeline in six months
  - 29% to move immediately
  - 66% within 0-6 months
  - 78% new to ND
  - 9 relocated participants
  - 308 resumes
- Built a network of 60 community champions to assist job seekers
- 316 leads connected to champions



### Challenges

- Establishing direct connections between job seekers and employers

### Funding

- \$410,000 discretionary funds

# WORKFORCE DEVELOPMENT

## NEXT BIENNIUM GOALS AND PLANS

- Build on FTGL to expedite conversion timeline and increase number of job seekers/families who relocate to ND
- Create more flexibility and opportunities for innovation in RWIP
- Lean into skilled workforce training and try to be more proactive in pursuing new programs



# WORKFORCE DEVELOPMENT

## Budget

- Operating Budget: \$1M
- Regional Workforce Impact Program: \$20M
  - Carryover Authority + 1 FTE
- Technical Skills Training Grant: \$2M
  - Carryover Authority
- Workforce Innovation Grant: Carryover Authority ONLY
- Find the Good Life: \$12M (additional \$12M in Tourism & Marketing Budget)
- Automation Enhancement Workforce Training Grant: \$5M

# TOURISM & MARKETING

We build a positive public image of North Dakota as a dynamic place to live and work. By showcasing opportunities and inspiring visitors to Be Legendary, we strengthen the economy and provide opportunity for people across our communities.

- Proactive media and influencer recruitment
- Paid advertising (tourism and workforce)
- Global tourism marketing
- Outdoor niche promotions
- Visitor support and services
- Business/partner support
- Tourism business development

Sara Otte Coleman, Director

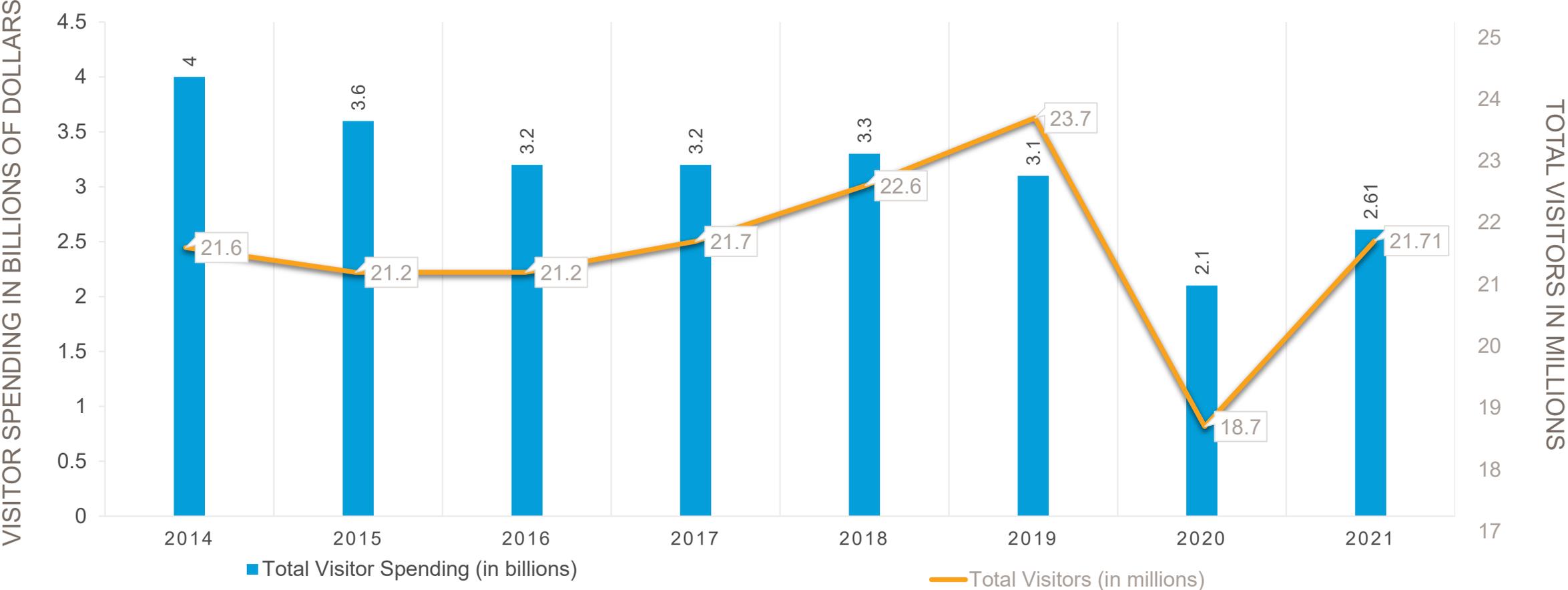


# TOURISM & MARKETING

## Current biennium accomplishments, challenges

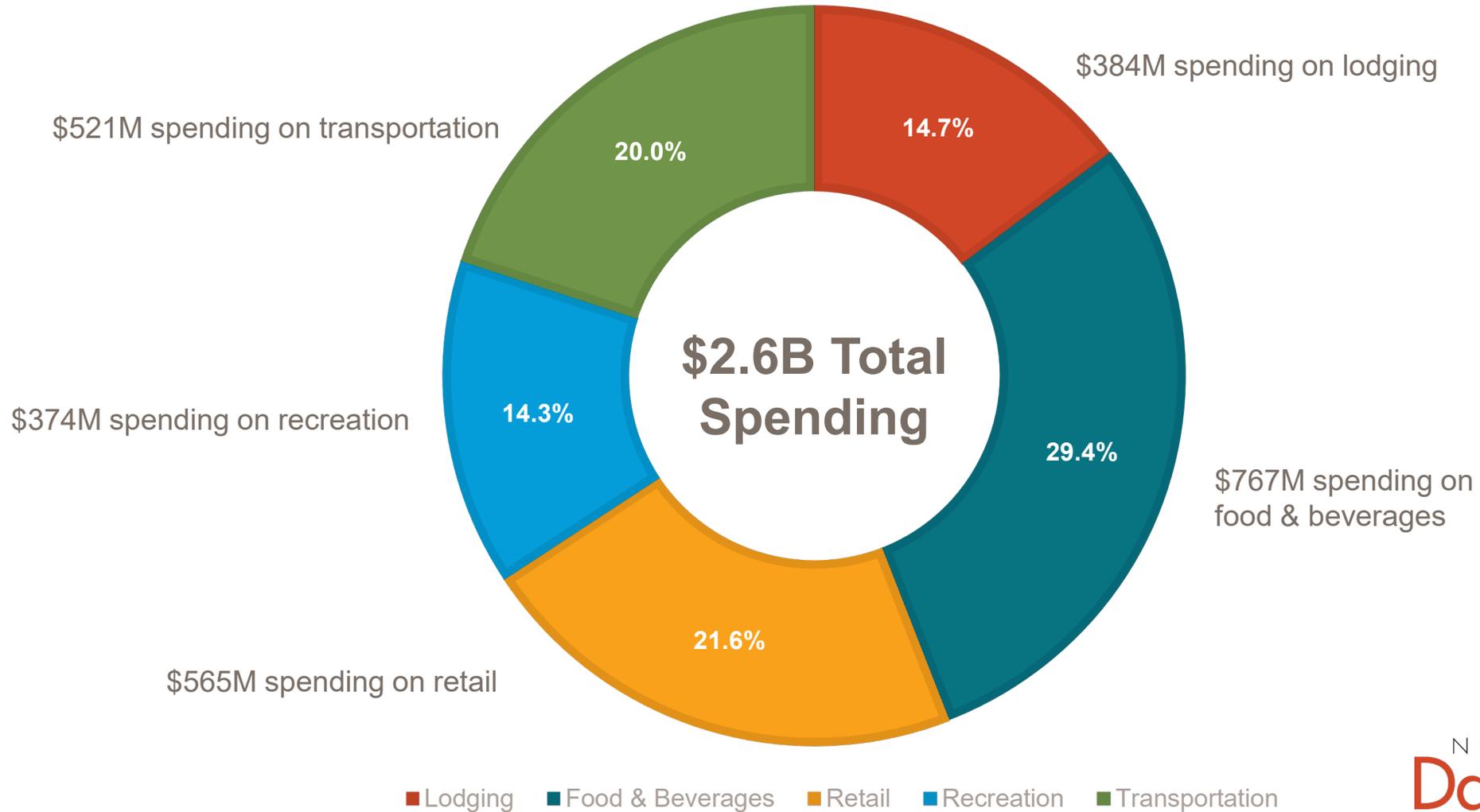
- Media outreach resulted in 4,019 instances - up 821% - reaching 20.2B
- Tourism advertising reached 333 million resulting in 285,000 click-throughs and 15.2M video completions
- Domestic road trips tracked 7.9M trips
- Hotel occupancy was up 11.9%, RevPAR up 23.9%. Lodging tax up 37%
- Global tours up 9.6%
- NDtourism.com – updated and improved, welcomed more than 2M visits

# VISITOR SPENDING IN NORTH DAKOTA

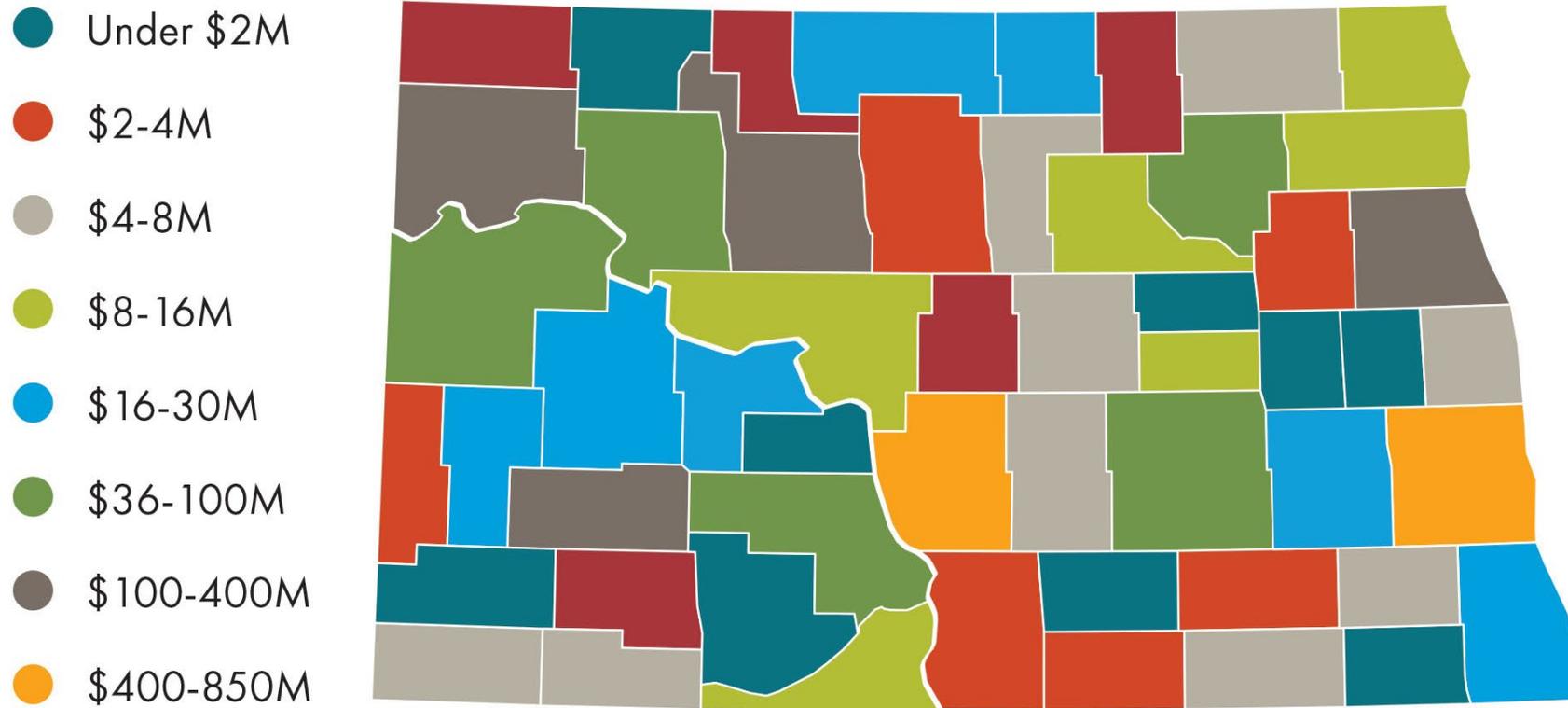


# VISITOR SPENDING TOUCHES VARIOUS SECTORS

## TOURISM INDUSTRY SALES IN NORTH DAKOTA, 2021



# VISITOR SPENDING BY COUNTY

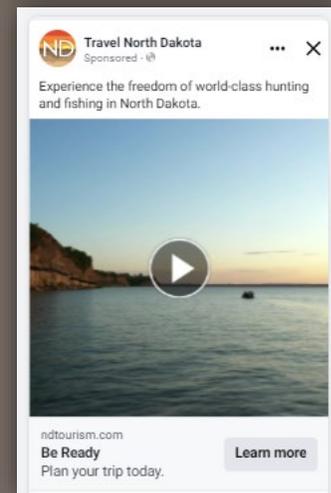


Travel and tourism benefits every county in North Dakota, creating jobs, generating sales across dozens of sectors and improving our quality of life.

# TOURISM & MARKETING

## CURRENT BIENNIUM ACCOMPLISHMENTS, CHALLENGES

- Halo effect of seeing tourism advertising improves North Dakota's image
- 12.5% advertising seen
- 26.2% advertising seen + visit to ND



PAID ADVERTISING

**WELCOME NEIGHBOURS.**

**NORTH Dakota**  
Be Legendary.

**FUN, FRIENDLY CITIES**

Grand Forks, Fargo and other cities and towns throughout the state offer vibrant downtowns, inviting accommodations, shopping, dining and more. Look for treasures in many one-of-a-kind boutique shops filled with fashions and home decor or visit popular boardwalks and light-up stores. Enjoy events and attractions like Great Falls Festival, the Taste of Spirit Festival, Oktoberfest in Grand Forks or live music playing in Fargo's Broadway Square.

**LOCAL FLAVORS**

Make your holiday a culinary adventure. From downtown to small towns, our chefs, bakers and confectioners have something delicious for you. Our farm-to-table restaurants, meathouses, coffee shops, wineries, craft breweries and many more eateries are ready to serve.

**ENTERTAINMENT AND EVENTS**

The calendar is full of favorite summer and fall events and festivals. Join us for big concerts, rodeos and more.

**MEDORA MUSICAL, MEDORA through SEPT 10**  
See this musical variety show performed in an outdoor amphitheater and scenic backdrop.

**MANDAN RODEO DAYS, MANDAN JULY 2-4**  
Catch WGA rodeo action, cheer dances, live music and local flavors.

**RED RIVER VALLEY FAIR, WEST FARGO JULY 8-14**  
Enjoy fun food, crafts and outdoor live entertainment.

**NORTH DAKOTA STATE FAIR, MINOT JULY 22-30**  
Don't miss grandstand events and concerts including Kid Rock, Cody Johnson, Blue Swine, Vixie Barrow, Old Dominion, Koe Vestal & Holly and Sam Hurd.

**NORTH DAKOTA RENAISSANCE FAIRE WEST FARGO, AUG 12-14, 20-21**  
Get medieval with games, entertainment, fair food and more.

**GREENWAVE TAKEOVER FESTIVAL GRAND FORKS, SEPT 8-12**  
Celebrate summer with food trucks, beer gardens and live music.

**NORSK HØSTFEST, MINOT SEPT 28-OCT 1**  
Experience Norway's largest Scandinavian heritage festival with concerts by Big and Rich, Lady A, Lily Nash and Barclay Cribben.

**SPACIOUS OUTDOORS**

Explore scenic drives, hiking trails and kayaking waters in North Dakota. Don't miss our beautifully uncrowded Theodore Roosevelt National Park with its uniquely multicolored layers of clay, sandstone, and "hoodoo" rock and black coal seams. Favorite places close to Mandan include the International Peace Garden, Teton George State Recreation Area, White Horse Hill National Game Preserve and many state parks.

1-800-435-5663 **ND** [LegendaryND.com](http://LegendaryND.com)



**RIDE NORTH**  
TO UNCROWDED FREEDOM.

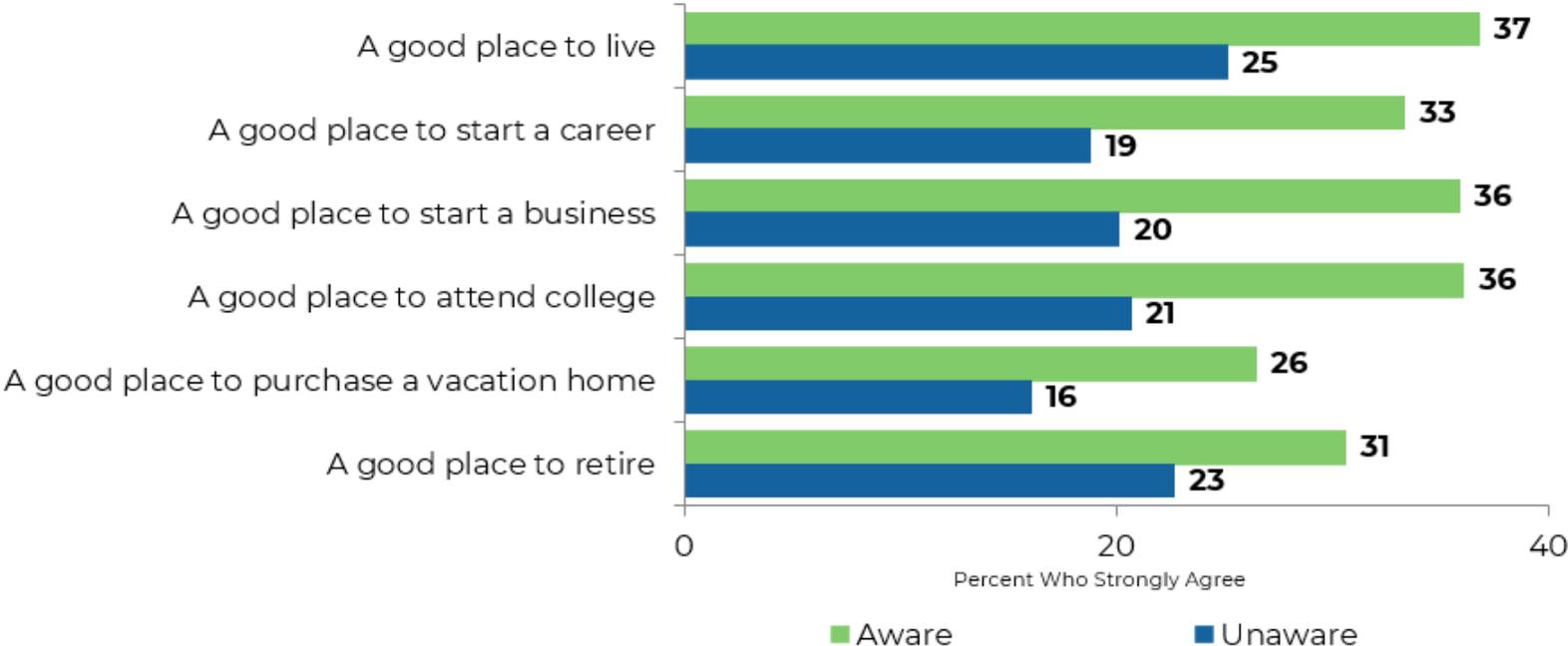


# TOURISM & MARKETING

## Next Biennium Goals and Plans - Improve Awareness

### North Dakota Halo Effect: Advertising Impact

Base: Residents of North Dakota's Advertising Markets

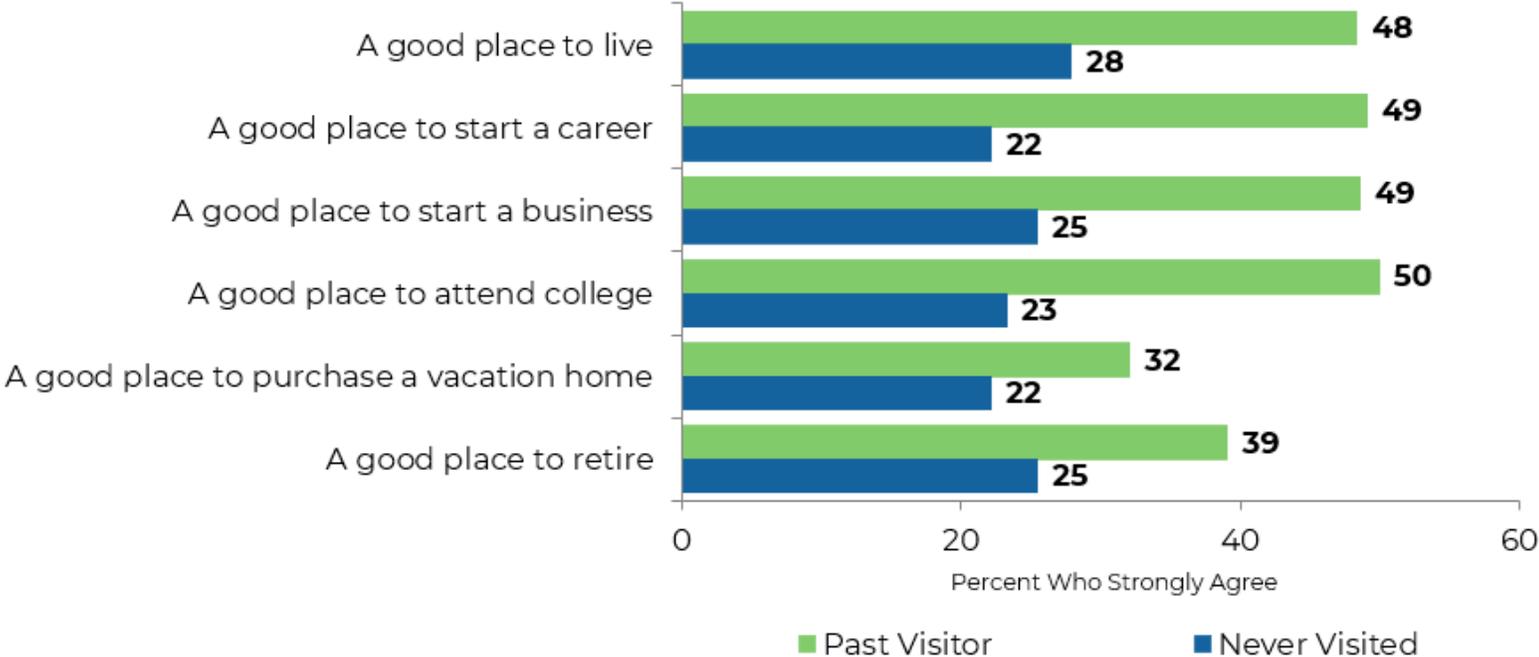


# TOURISM & MARKETING

## Next Biennium Goals and Plans - Improve Awareness

### North Dakota Halo Effect: Visitation Impact

Base: Residents of North Dakota's Advertising Markets



# TOURISM & MARKETING

## Current biennium accomplishments, challenges

### Find the Good Life

- Updated logo, website and targeting
- Campaign drives interested relocators into pipeline
  - \$438,000 resulted in 11M impressions, 55,000 visitors and 5,150 conversions
- Synergies between tourism, talent attraction and economic development



### Tourism business development

- Focus on recruiting and attracting new tourism businesses and offerings

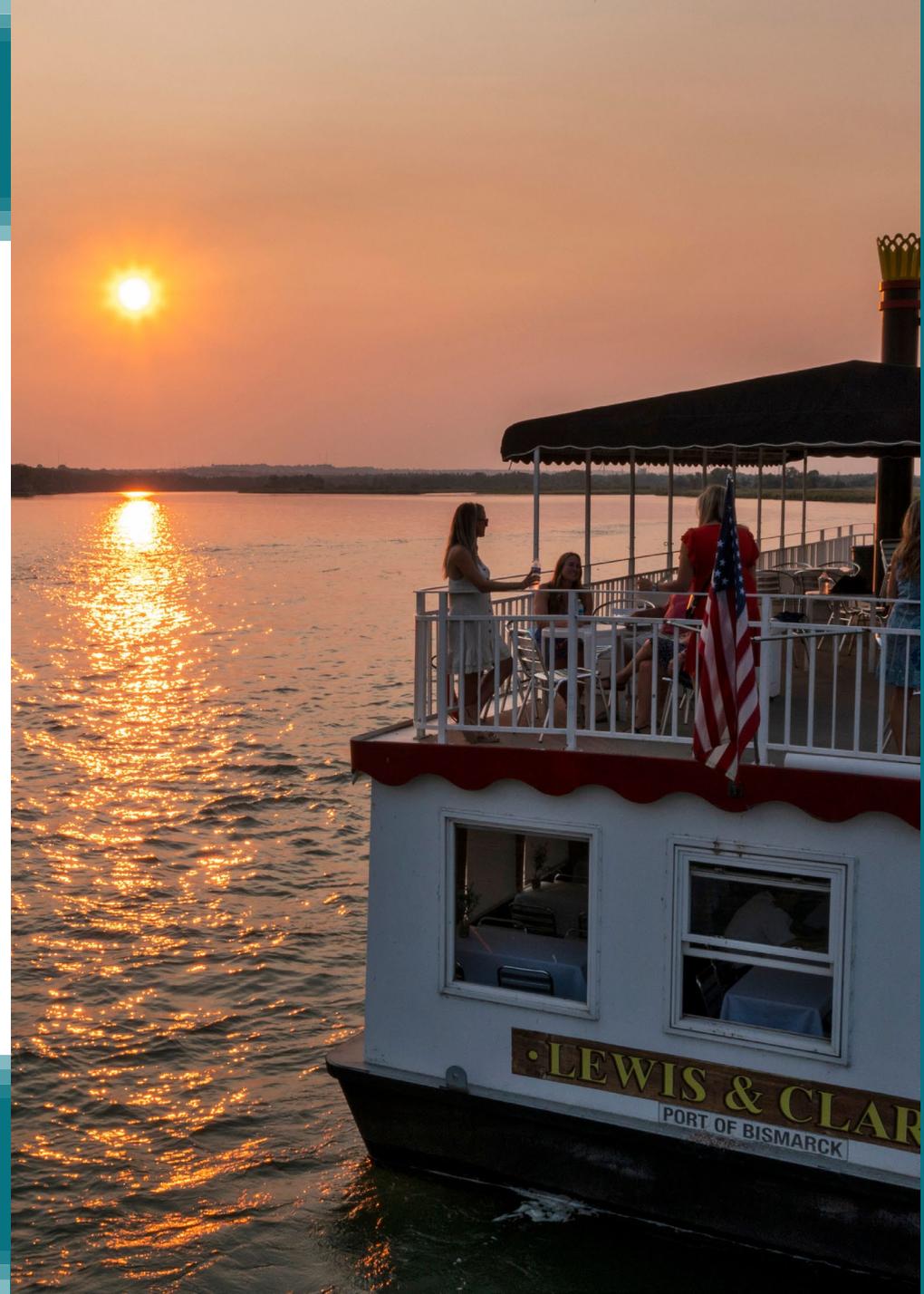


# TOURISM & MARKETING

## NEXT BIENNIUM GOALS AND PLANS

### Destination Development

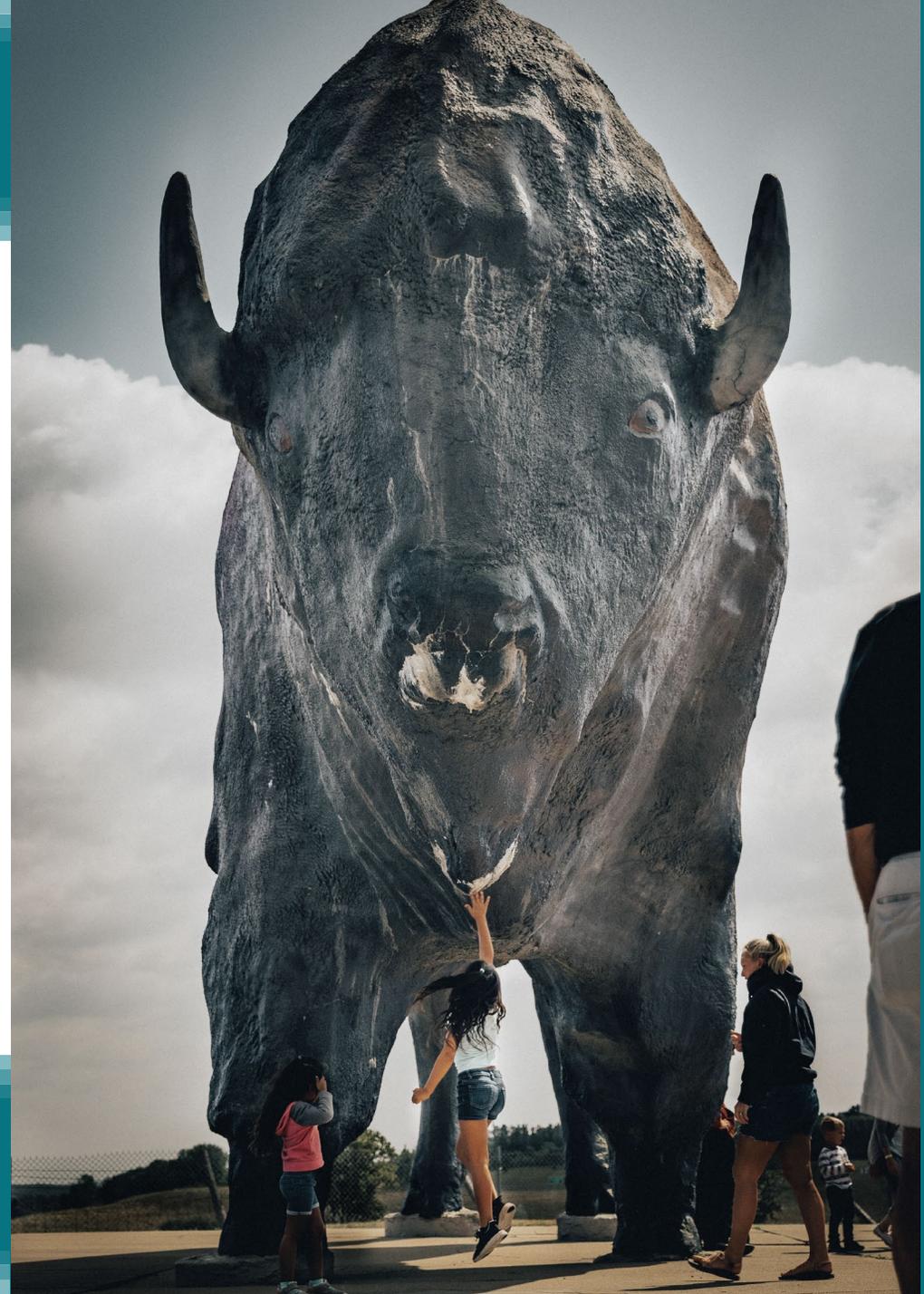
- Dedicated staff person and plan
- Value-added recreation and tourism
- Destination development fund - \$50M
  - Encourage non-state investments (1:1 match) in new and expanded attractions
  - New visitors, revenue, new residents, quality of life
  - Destination Development Council – goal legacy projects



# TOURISM & MARKETING

## BUDGET

- \$100,000 to cover operating expenses
- \$5M addition to tourism base budget for destination marketing
- \$50M for Destination Development Fund grants
- \$12M for workforce recruitment marketing – Find the Good Life in North Dakota



# TOURISM & MARKETING

## One-Time Funding

### 2021-2023

- Film and theater production grant – The full \$100,000 has been expended.
- Tourism marketing – \$7M Cares Act dollars to support tourism marketing (expanded campaign to shoulder season, new test markets, new partnerships with media, improved website)
- Travel agent and tour operator grants – \$1.4M of \$2M awarded to 24 applicants
- Events and support service grants – \$2M awarded to 28 applicants
- Tourism Transportation Improvement Grant – \$565,432 awarded to accessibility project
- Tourism Planning Grants – \$1M transferred from 1015 supported 5 tourism planning grants to support future tourism development

### 2023-2025

- \$5M tourism marketing

# TOURISM & MARKETING

## FEDERAL FUNDING

- EDA Non-competitive Grant North Dakota for Tourism and Outdoor Recreation
  - \$1.3M state marketing targeting outdoor enthusiasts and leisure travelers will allow 2023 spring/summer campaign
  - \$250,000 to support digital information compilation and distribution
  - Pilot program to enhance Apple Creek Rest area to better sell North Dakota



# COMMUNITY SERVICES

Provides the people of North Dakota with effective, efficient and customer-oriented administration of federal and state programs for:

- Community Development
- Energy Efficiency
- Housing
- Self Sufficiency

Maria Effertz, Director



# COMMUNITY SERVICES

## CDBG and CSGB - Current Biennium Accomplishments, Challenges

### Community Development Block Grant (CDBG)

- Provide grants to local governments with public facilities, economic development, housing and public services. Primary beneficiaries must be low to moderate income.
  - 2020 Award from HUD \$3,961,967
  - 2021 Award from HUD \$4,023,769
- CDBG CARES Funding - DCS received an additional \$6.1M

### Community Services Block Grant (CSGB)

- Locally designed to promote self-sufficiency, family stability and community revitalization.
  - Impacted 35,246 low-income individuals
    - 13,000 children; 5,605 persons with disabilities; 5,379 people who lacked health insurance
- CSGB CARES Funding - DCS received additional \$4,209,178.50
  - Community Action Agencies assisted 4,984 low-income clients in 2020 and 2021

# COMMUNITY SERVICES

## Weatherization Assistance Program - Current Biennium Accomplishments

Weatherization/LIHEAP goals are to increase energy efficiency in homes for low-income persons across the state

- 1,200 homes have been weatherized since January 1, 2020, including 623 families with children.
- Weatherization program shows an ROI of \$2.78 in non-energy benefits for every \$1 invested in the program.

Request authority to receive and spend with Emergency Clause

- \$15,131,495 in federal funds from Infrastructure Investment and Jobs Act (IIJA)
- Two FTEs to support and administer additional funding

# COMMUNITY SERVICES

## Emergency Shelter Grants (ESG) and ND Homeless Grant (NDHG) current biennium accomplishments

The ESG and NDHG provide financial assistance to facilities and programs across the state.

- 10,471 persons served by Homeless grants
- CARES ESG - An additional \$5,142,580 was received and distributed to provide support to the ESG grant.

Request transfer to North Dakota Housing Finance Agency (NDHFA)

- \$1,387,341 in federal funds for ESG
- \$1,330,212 in state Homeless grant funds.

# COMMUNITY SERVICES

## STATE ENERGY PROGRAM, CURRENT BIENNIUM ACCOMPLISHMENTS, CHALLENGES

- Promoting energy conservation and efficiency with a variety of grant resources including energy education, installation of energy efficient features and new and expanding energy technology.
  - \$1.34M in project funding to 42 projects across the state
- Request ability to receive and expend federal funds with an emergency clause:
  - \$20M IIJA SEP
  - \$90M IRA SEP
  - 1 FTE



# COMMUNITY SERVICES

## Main Street Initiative, current biennium accomplishments, challenges

- 99 communities engaged through the Main Street program
- Partners in Planning Grants
  - 20 communities in the amounts of \$169,587.
  - ROI 25:1 - The total state and local investment for these grants totaled over \$10M
- Vibrancy Grants
  - 59 grants totaling \$73,528
  - ROI 10:1
- Youth involvement
  - Launching leadership, youth participation in community meetings, active engagement in tribal areas
- EDA funded six communities with \$506,000 in Placemaking grants

# COMMUNITY SERVICES

## ONE-TIME FUNDING

- Community Planning and Community workforce enhancement
  - \$800,000 community development/comprehensive planning and community vibrancy grants
  - Partnership/collaboration with EDA on implementation of placemaking projects

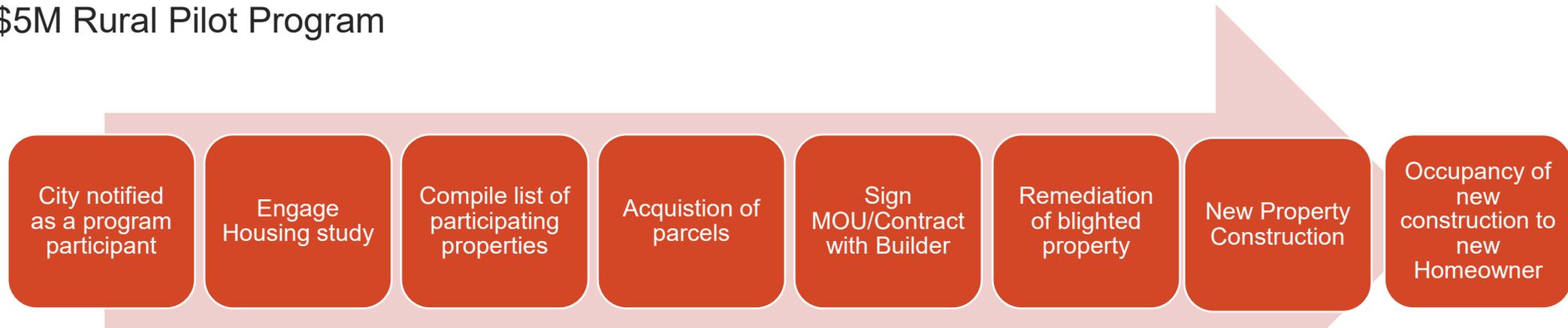


# COMMUNITY SERVICES

## One-time Funding

### Rural Workforce Housing Pilot Program

- Effectively re-use existing infrastructure while engaging the private sector.
- Targets workforce housing for the displaced, blight and unsafe properties and the effective reuse of existing infrastructure for in-fill housing development.
- \$5M Rural Pilot Program



# COMMUNITY SERVICES

## One-time Funding

### **Rural Revitalization and Redevelopment Pilot Program** *(removal of slum and blight)*

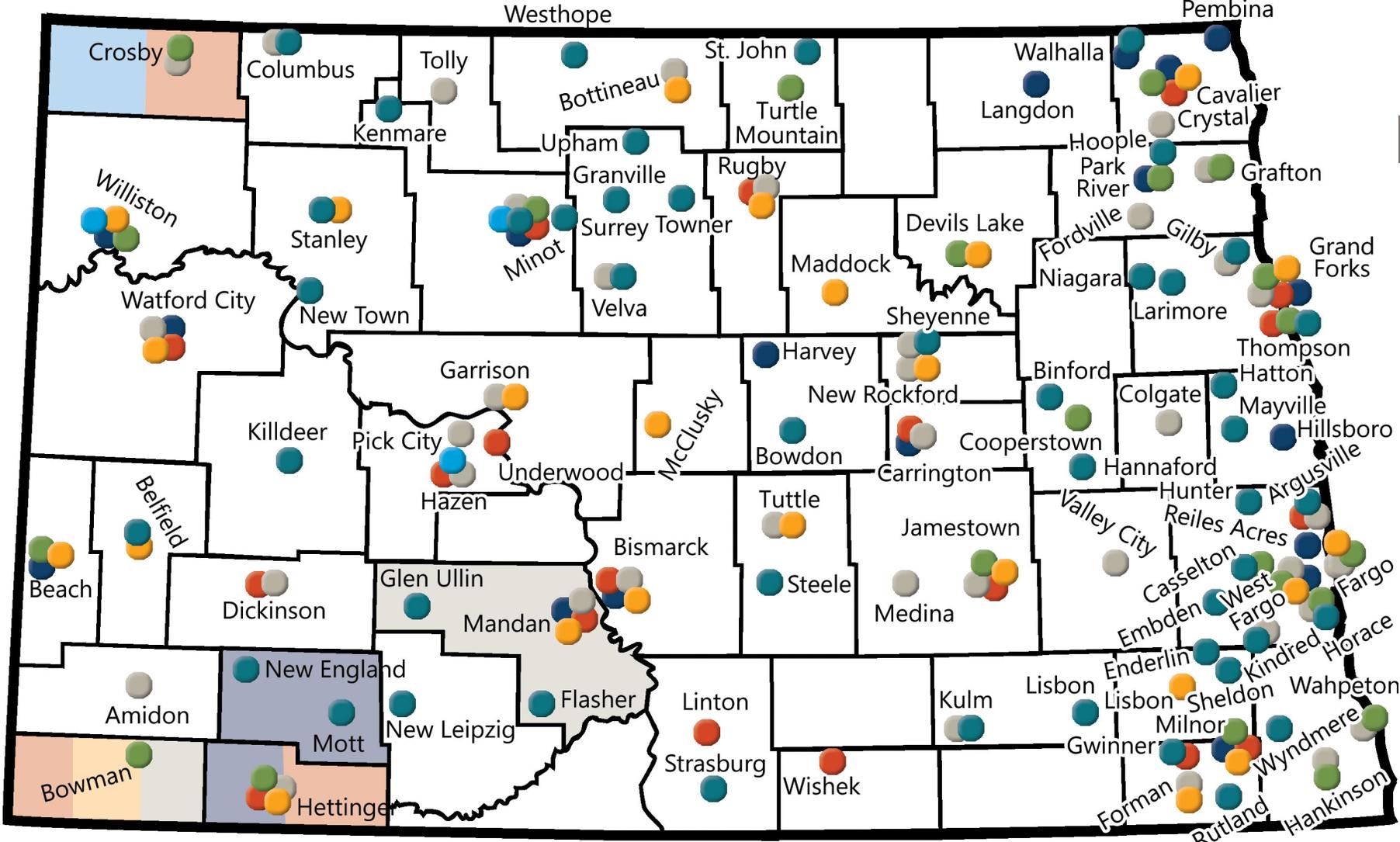
Reinvesting in public properties increases local tax bases, facilitates job growth, utilizes existing infrastructure, takes development pressures off undeveloped, open land, and both improves and protects the environment.

- \$10M pilot program available to publicly owned buildings/areas
- Work jointly with DEQ and other state/local agencies
- Funding provided to assist but requires redevelopment plan and local participation

### **Community Planning and Community Workforce Enhancement**

- \$800,000 Community Development/Comprehensive Planning and Community Vibrancy grants
- Partnership/collaboration with EDA on implementation of placemaking projects

# MSI Impact



- EDA Placemaking Grant
- Vibrancy Grant
- MSI Community
- Partners in Planning Grant
- Community Visits
- MSI Awards
- Artists on Main Street Program

# COMMERCE OFFICES

- Energy & Economic Coordination Office
- Global Engagement Office

Shawn Kessel



# GLOBAL ENGAGEMENT OFFICE

## Foreign Direct Investment (FDI)

The North Dakota Global Engagement Office offers customized services to help international companies looking to:

*-locate*

*-expand*

*-invest in*

*-and/or acquire*

businesses in North Dakota to grow and diversify the state's economy.

The office is an *advocate* and *liaison* between foreign investors and federal, state, and local governments in North Dakota.

*Connecting foreign businesses with ND companies/opportunities to create mutually beneficial partnerships while eliminating barriers so they can invest, expand, and operate their business in ND.*

Example: Doosan/Bobcat - South Korea



# GLOBAL ENGAGEMENT OFFICE

## MISSION GOALS

1. Hold a Governor led investment mission once every two years
2. Hold a Commissioner led mission annually
  - Economic Development
  - Workforce
  - Tourism
3. Engage at least five countries annually (Consulates/Embassies)



# ECONOMIC DEVELOPMENT & FINANCE

Strategic economic development is important to communities across North Dakota. This proactive work to support economic diversification, community building and workforce development keeps North Dakota growing.

Business incentives, government accessibility, and workforce performance, combined with North Dakota's favorable position as one of the lowest cost states for operating a business, are driving top companies to establish operations in North Dakota.

Rich Garman, Director



# ECONOMIC DEVELOPMENT & FINANCE

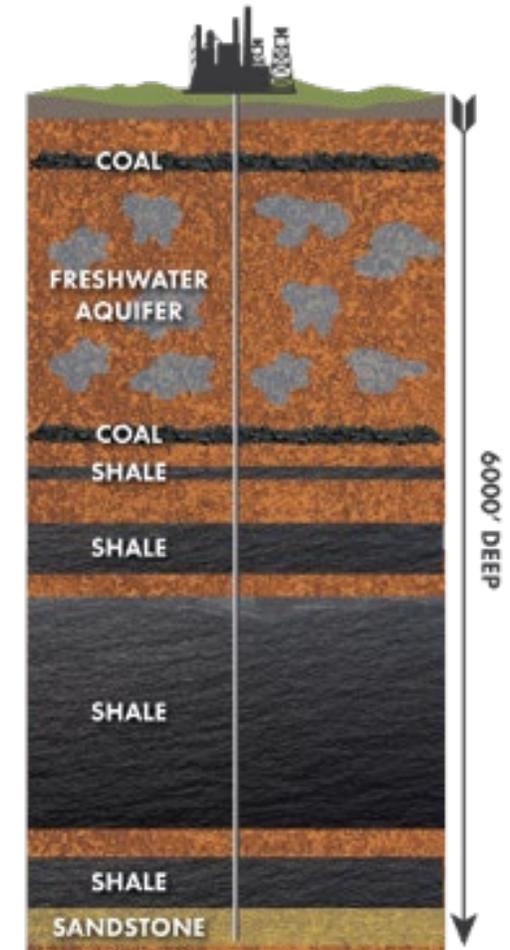
## Current biennium accomplishments, challenges

- Gas to liquids project
- Sustainable plastics project
- Soy processing plants X 4
- Grand Farm
- Grand Sky
- Produced water processing
- Nickel processing facility
- Produced water processing
- Growing portfolio
- Local resistance to development
- Misinformation on projects
- Incentive values
- Compensation

# ECONOMIC DEVELOPMENT & FINANCE

## Next Biennium Goals & Plans

- Carbon capture, sequestration and use projects
- Develop several hubs (parks)
- Establish fertilizer producer
- Develop natural gas pipeline to east
- Support hydrogen hub
- Continue to bring in various projects seeking more business-friendly environment
- Support the existing incentives and help mature the portfolio of incentives to match the current project load
- UAS/Autonomy
- Energy & Economic Coordination Office



## BUDGET

- \$300K increase for operating expenses
- \$10M Automation Budget Grant
- \$22M Grants budget for Grand Sky
- \$30M for Northern Plains Test Site
  
- 1 FTE – Office of Autonomy



# ECONOMIC DEVELOPMENT & FINANCE

## ONE-TIME FUNDING

- ND Investment Fund - \$30M
- LIFT - \$20M
- Innovate ND - \$948K



## FEDERAL FUNDING

- Hydrogen Hub
- CHIPS For America
- State Energy Program
- Inflation Reduction Act

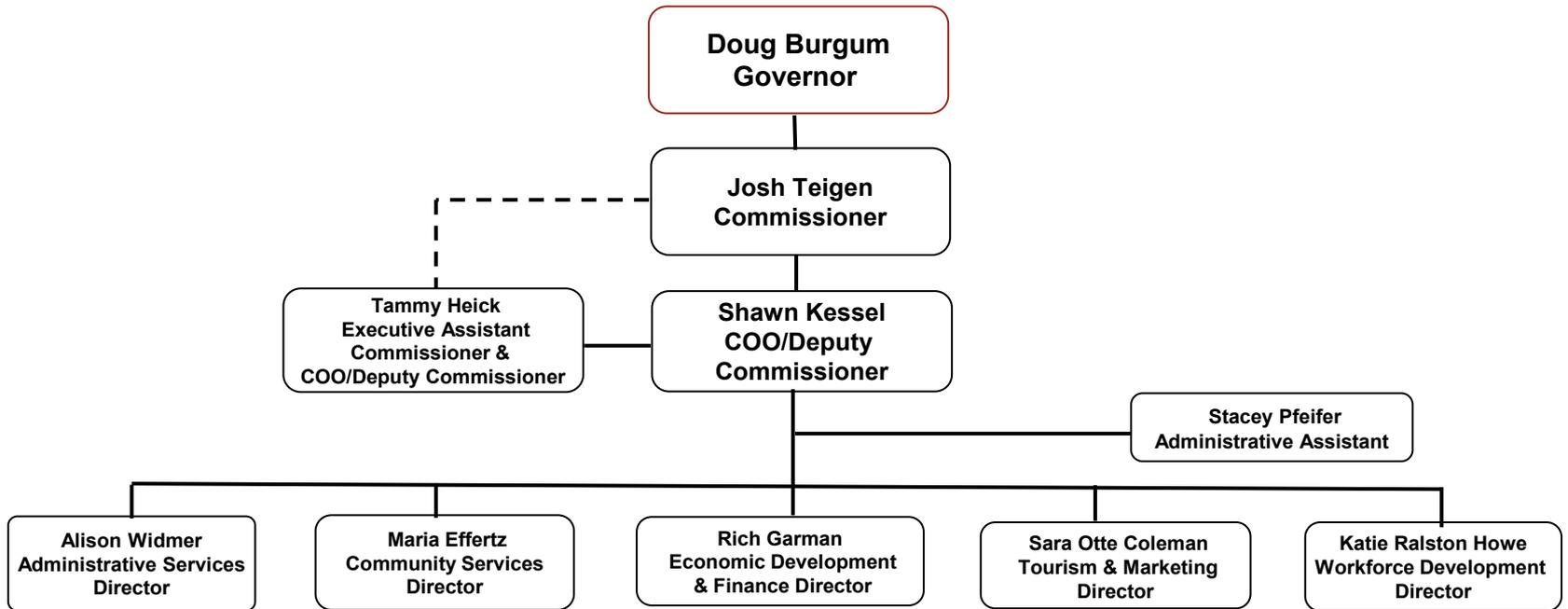




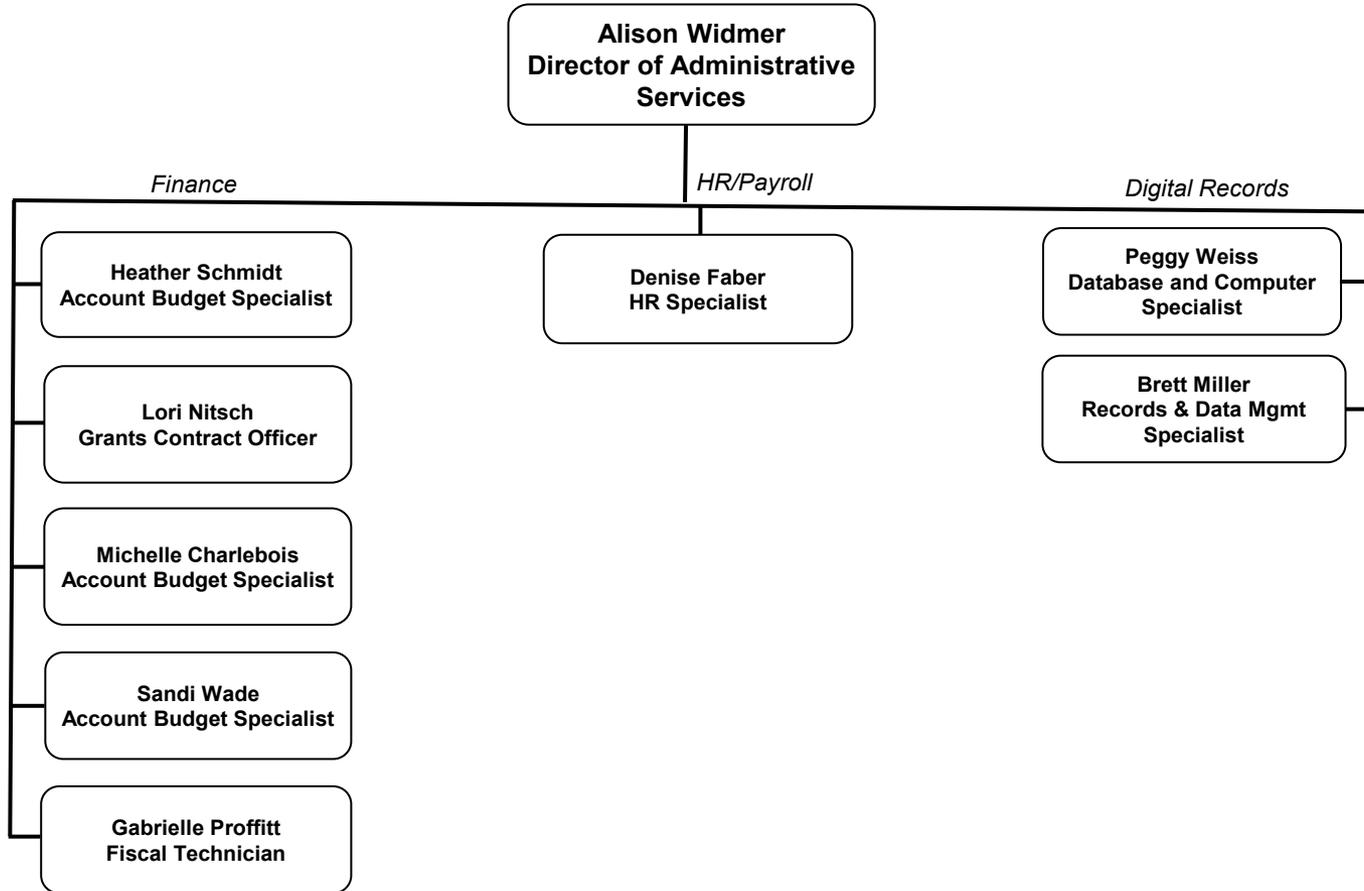
NORTH  
Dakota

Be Legendary.

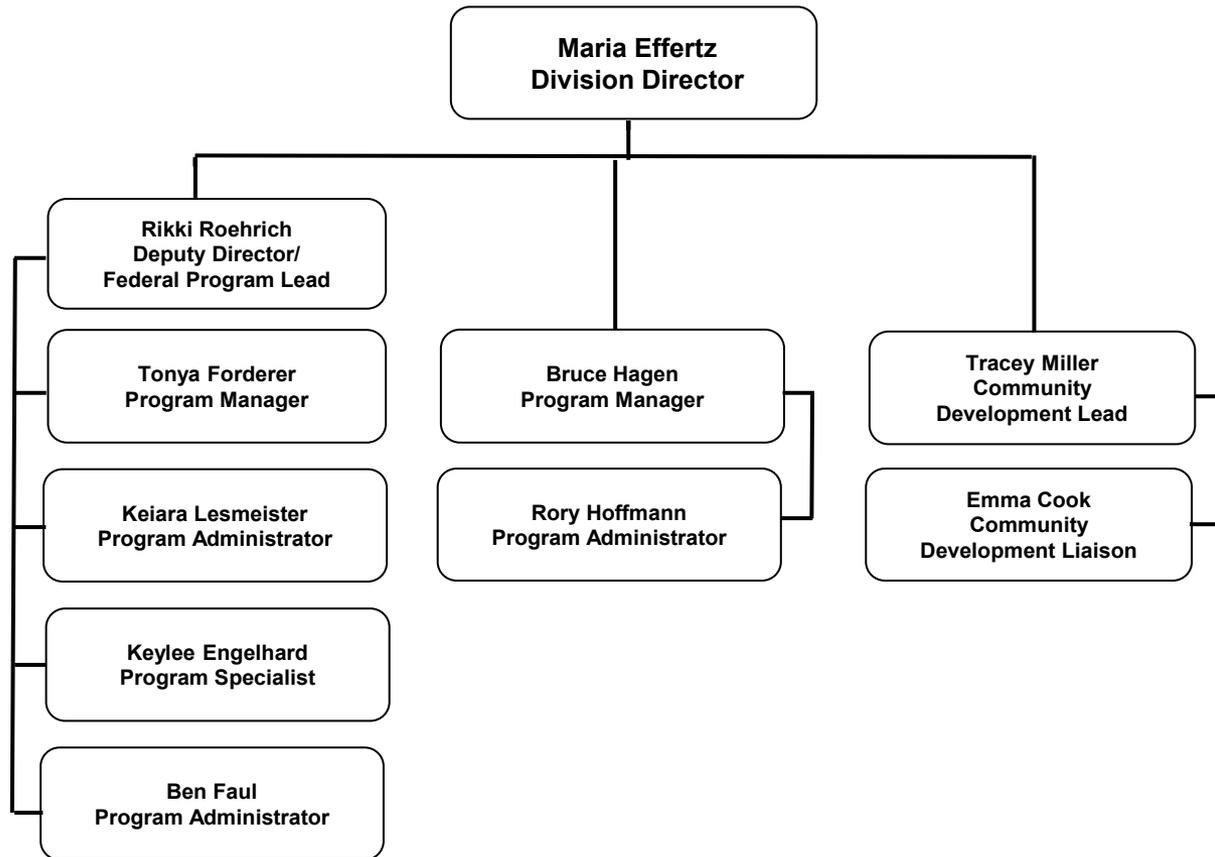
# Department of Commerce Organizational Chart



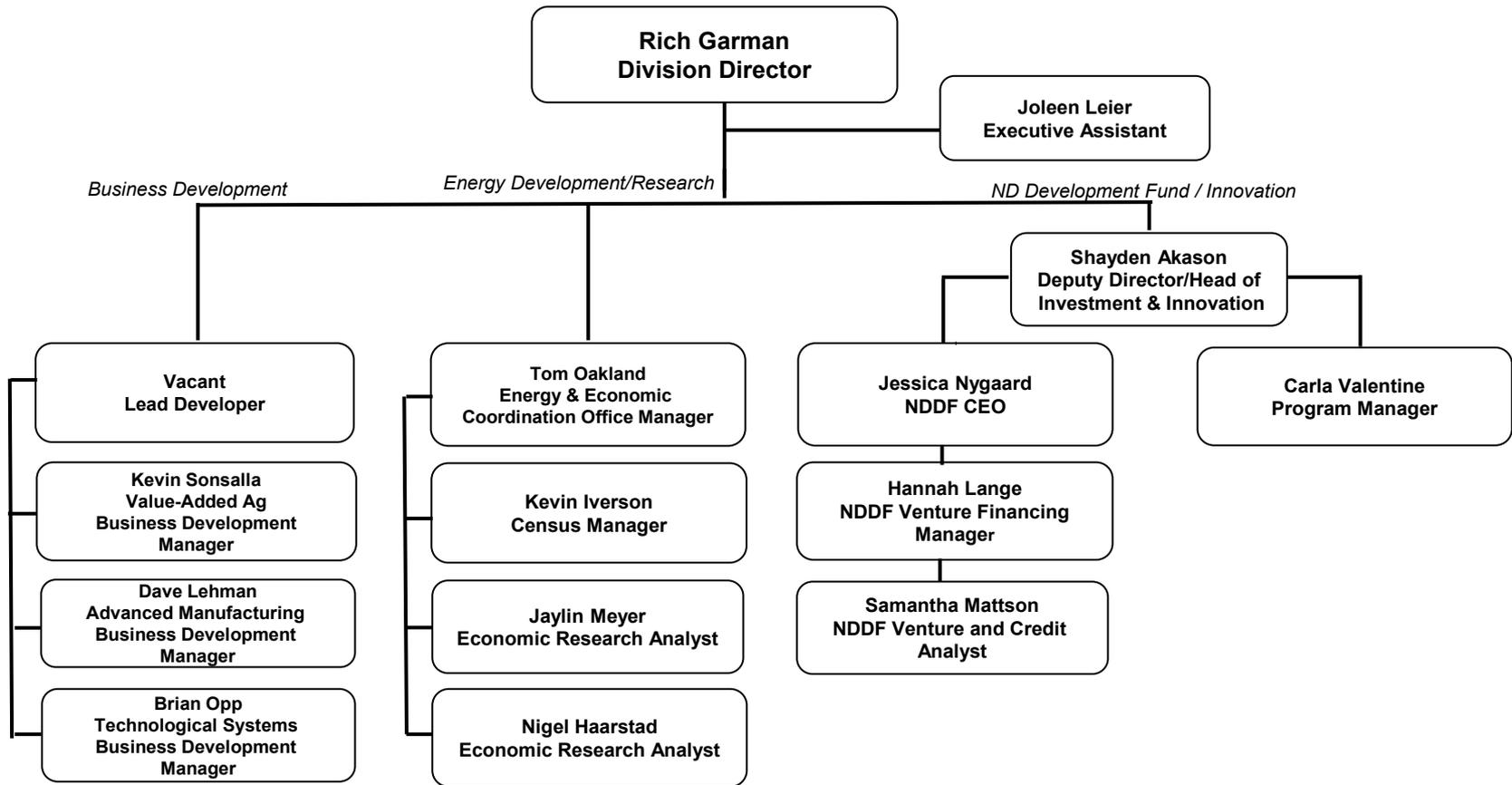
# Administrative Services Organizational Chart



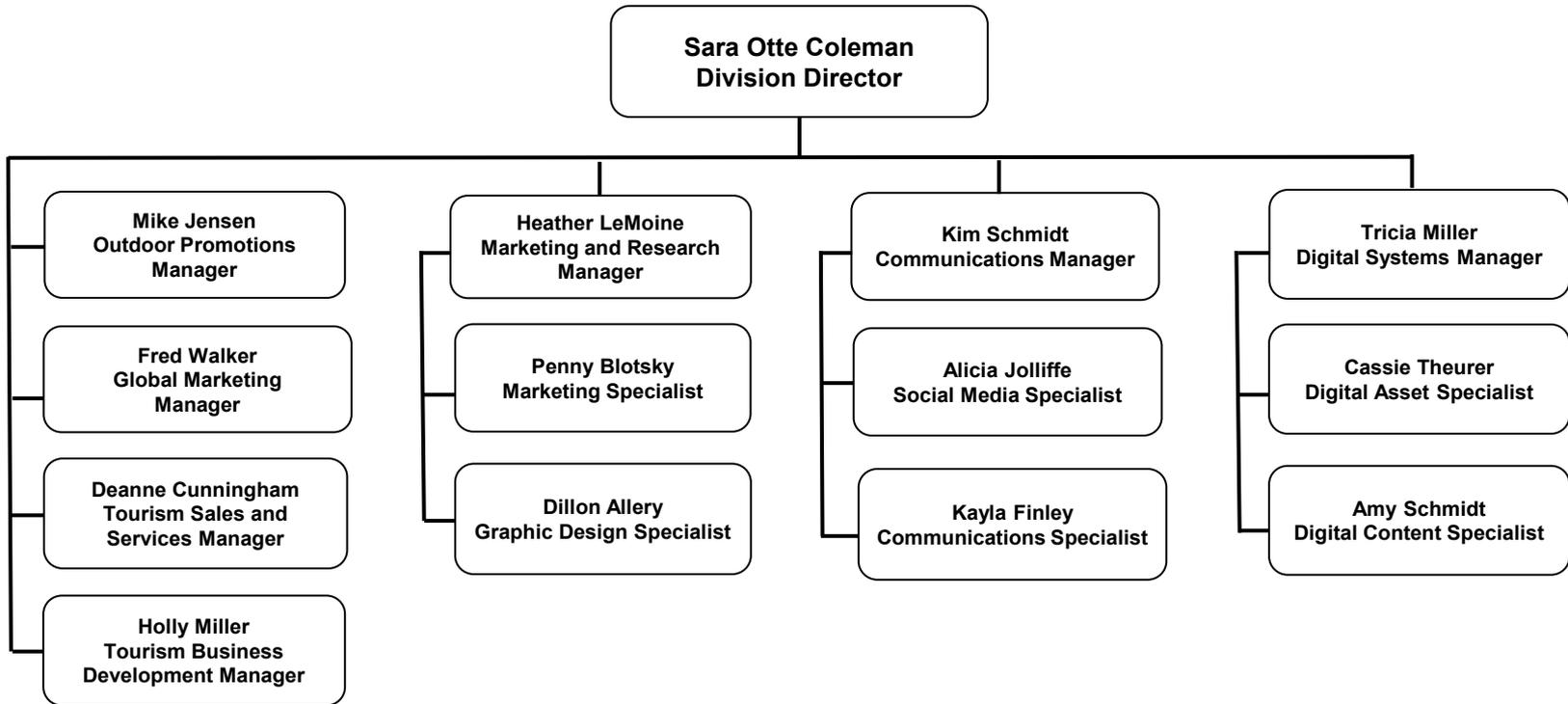
# Division of Community Services Organizational Chart



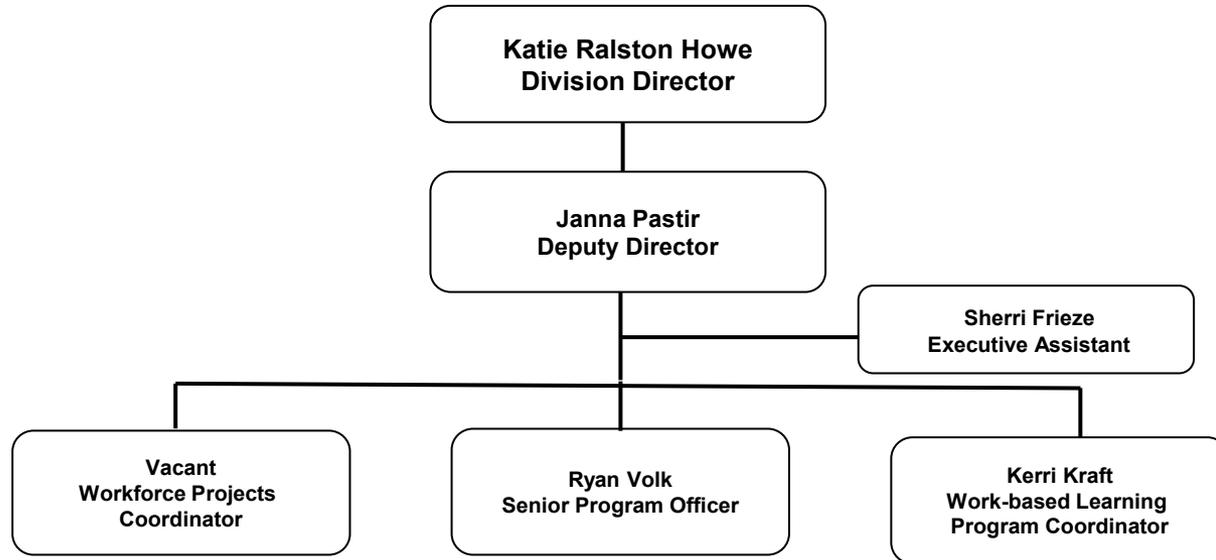
# Division of Economic Development & Finance Organizational Chart



# Division of Tourism and Marketing Organizational Chart



# Division of Workforce Development Organizational Chart



**HOUSE BILL NO. 1018  
(Governor's Recommendation)**

Introduced by

Appropriations Committee

(At the request of the Governor)

A bill for an act to provide an appropriation for defraying the expenses of the department of commerce; to amend session laws; to provide exemptions; and to provide transfers.

**BE IT ENACTED BY THE LEGISLATIVE ASSEMBLY OF NORTH DAKOTA:**

**SECTION 1. APPROPRIATION.** The funds provided in this section, or so much of the funds as may be necessary, are appropriated out of any moneys in the general fund in the state treasury, not otherwise appropriated, and from special funds derived from federal funds and other income, to the department of commerce for the purpose of defraying the expenses of the department of commerce, for the biennium beginning July 1, 2023, and ending June 30, 2025 as follows:

	<u>Base Level</u>	<u>Adjustments or Enhancements</u>	<u>Appropriation</u>
Salaries and Wages	\$12,835,431	\$4,394,109	\$17,229,540
Operating Expenses	16,883,192	33,392,749	50,275,941
Grants	50,666,898	137,453,791	188,120,689
COVID – 19 Response	0	2,085,834	2,085,834
Discretionary Funds	2,150,000	0	2,150,000
Partner Programs	1,562,531	0	1,562,531
Entrepreneurship Grants and Vouchers	<u>948,467</u>	<u>0</u>	<u>948,467</u>
Total All Funds	\$85,046,519	\$177,326,483	\$262,373,002
Less Estimated Income	<u>53,544,379</u>	<u>89,554,512</u>	<u>143,098,891</u>
Total General Fund	\$31,502,140	\$87,771,971	\$119,274,111
Full-Time Equivalent Positions	58.80	5.00	63.80

**SECTION 2. ONE-TIME FUNDING – EFFECT ON BASE BUDGET – REPORT TO SIXTY-NINTH LEGISLATIVE ASSEMBLY.** The following amounts reflect the one-time funding items approved by the sixty-seventh legislative assembly for the 2021-23 biennium and the 2023-25 one-time funding items included in the appropriation in section 1 of this Act:

<u>One-Time Funding Description</u>	<u>2021-23</u>	<u>2023-25</u>
Unmanned Aircraft System	\$1,000,000	\$0
Beyond Visual Line of Sight Unmanned Aircraft System	20,000,000	30,000,000
Enhanced Use Lease Grant	7,000,000	7,000,000
Workforce Grants to Tribally Controlled Community Colleges	500,000	0
Workforce Safety Grant	1,500,000	0
Job Development and Economic Growth Grant	1,500,000	0
Tourism Marketing	7,000,000	0
Technical Skills Training Grant	1,000,000	0
Motion Picture Production and Recruitment Grant	100,000	0
Travel Agency and Tour Operator emergency Resiliency Grants	2,000,000	0
Event Center Emergency Resiliency Grants	2,000,000	0
Tourism Transportation Improvement Grants	565,432	0

Discretionary Funds	1,000,000	
COVID 19 Response	56,234,176	
Destination Development Grant Program	0	50,000,000
Volunteer Generation Fund Program	0	878,571
Automation Grant	0	10,000,000
Rural Revitalization and Redevelopment Grant	0	10,000,000
Talent Attraction	0	24,797,060
Rural Renewal Workforce Housing	0	5,500,000
Destination Awareness Marketing	0	5,000,000
Workforce Investment Initiative	0	20,000,000
Community Development Grant	0	800,000
Automation Workforce Transition Training Program	0	5,000,000
Workforce Enhancement Grant	<u>0</u>	<u>2,000,000</u>
Total All Funds	\$101,399,608	\$170,975,631
Total Special Funds	<u>98,234,176</u>	<u>87,600,000</u>
Total General Fund	\$3,165,432	\$83,375,631

The 2023-25 biennium one-time funding amounts are not a part of the entity's base budget for the 2025-27 biennium. The department of commerce shall report to the appropriations committees of the sixty-ninth legislative assembly on the use of this one-time funding for the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 3. EXEMPTION – DISCRETIONARY FUNDS.** The amount of \$2,150,000 appropriated from the general fund in the discretionary funds line item in section 1 of chapter 46 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this line item are available during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 4. EXEMPTION – DISCRETIONARY FUNDS.** The amount of \$1,000,000 appropriated from the general fund in the discretionary funds line item in section 10 of chapter 15 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this line item are available during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 5. EXEMPTION – BEYOND VISUAL LINE OF SIGHT UNMANNED AIRCRAFT SYSTEM PROGRAM .** The amount of \$19,000,000 appropriated from the strategic investment and improvements fund for the beyond visual line of sight unmanned aircraft systems program in section 7 of chapter 46 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this line item are available during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 6. EXEMPTION – ENHANCED USE LEASE GRANT PROGRAM.** The amount of \$7,000,000 appropriated from the strategic investment and improvements fund for the enhanced use lease program in section 7 of chapter 46 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this line item are available during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 7. EXEMPTION – NONRESIDENT NURSE EMPLOYMENT RECRUITMENT PROGRAM.** The amount of \$500,000 appropriated from the general fund for the nonresident nurse employment recruitment program in section 1 of chapter 46 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this line item are available during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 8. EXEMPTION - UNMANNED AIRCRAFT SYSTEM PROGRAM.** The amount of \$3,000,000 appropriated from the general fund for the unmanned aircraft systems operating expense in section 1 of chapter 46 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 9. EXEMPTION - BEYOND VISUAL LINE OF SIGHT UNMANNED AIRCRAFT SYSTEM PROGRAM - MATCHING FUND REQUIREMENT.** The amount of \$1,000,000 appropriated from the general fund for grants to organizations dedicated to expanding workforce opportunities, training, and education related to the beyond visual line of sight unmanned aircraft system industry in section 9 of chapter 46 of the

2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 10. EXEMPTION – WORKFORCE COMMUNITY SERVICES PROGRAM.** The amount of \$1,074,888 appropriated to the department of commerce for the purpose of workforce community services program in section 19 of chapter 549 of the 2021 Special Session Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 11. EXEMPTION – COMMUNITY DEVELOPMENT PLANNING GRANT PROGRAM.** The amount of \$1,000,000 appropriated to the department of commerce for the purpose of a community development planning grant program in section 20 of chapter 549 of the 2021 Special Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 12. EXEMPTION – WORKFORCE INNOVATION NETWORK GRANT PROGRAM.** The amount of \$100,000 appropriated to the department of commerce for the purpose of workforce innovation network grant program in section 21 of chapter 549 of the 2021 Special Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 13. EXEMPTION – HOMELESS GRANT PROGRAM.** The amount of \$1,330,212 appropriated from the general fund to the department of commerce for the purpose of homeless grants in section 1 of chapter 46 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 14. EXEMPTION – AUTONOMOUS AGRICULTURE MATCHING GRANTS.** The amount of \$10,000,000 appropriated to the department of commerce for the purpose of autonomous agriculture matching grants in section 1 of chapter 550 of the 2021 Special Session Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 15. EXEMPTION – WORKFORCE DEVELOPMENT INCENTIVE GRANT PROGRAM.** The amount of \$15,000,000 appropriated to the department of commerce for the purpose of adding or expanding a local workforce development incentive grant program in section 1 of chapter 550 of the 2021 Special Session Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 16. EXEMPTION – TECHNICAL SKILLS TRAINING GRANT PROGRAM.** The amount of \$5,000,000 appropriated to the department of commerce for the purpose of adding or expanding technical skills training grant program and a workforce innovation grant program in section 1 of chapter 550 of the 2021 Special Session Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 17. EXEMPTION – AMERICORPS PROGRAM.** The amount of \$1,200,000 authorized by the emergency commission and budget section under section 54-16-04.1 to the department of commerce for the purpose of funding AmeriCorps programs in communities statewide is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 18. EXEMPTION – PARKS AND RECREATION GRANT.** The amount of \$1,550,000 authorized by the emergency commission and budget section under section 54-16-04.1 to the department of commerce for the purpose of projects that support travel, tourism, and outdoor sectors with marketing and technical support is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 19. EXEMPTION – ENERGY CONSERVATION PROGRAM.** The amount of \$14,222,975 authorized by the emergency commission and budget section under section 54-16-04.1 to the department of commerce for the purpose of developing energy conservation policies and programs related to prudent and

efficient use of energy is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 20. EXEMPTION – HEATING AND COOLING GRANT.** The amount of \$1,306,112 authorized by the emergency commission and budget section under section 54-16-04.1 to the department of commerce for the purpose of providing grants to Community Action Agencies to support furnace repair and cooling contracts is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 21. EXEMPTION – AGRICULTURE RURAL PLACEMAKING CHALLENGE.** The amount of \$250,000 authorized by the emergency commission and budget section under section 54-16-04.1 to the department of commerce for the purpose of providing support, assistance and training to foster placemaking activities in rural communities is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 22. EXEMPTION – STATE SMALL BUSINESS CREDIT INITIATIVE.** The amount of \$56,234,176 appropriated to the department of commerce for the purpose of state small business credit initiative in section 2 of chapter 28 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 23. EXEMPTION – CARES ACT FUNDING.** The amount of \$11,393,078 appropriated to the department of commerce for the purpose of CARES Act funding in section 1 of chapter 27 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 24. EXEMPTION – CORONAVIRUS RELIEF FUNDING.** The amount of \$82,179,000 appropriated to the department of commerce for the purpose of defraying the expense related to the COVID-19 pandemic in section 1 of chapter 28 of the 2021 Session Laws is not subject to section 54-44.1-11 and any unexpended funds from this program are available for the program during the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 25. TRANSFER - INTERNSHIP FUND.** The office of management and budget shall transfer \$1,000,000 of the amount appropriated in the operating expenses line item in section 1 of this Act to the internship fund for the purpose of administering the operation intern program, for the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 26. TRANSFER – LEGACY EARNINGS FUND TO INNOVATION LOAN FUND TO SUPPORT TECHNOLOGY ADVANCEMENT.** The office of management and budget shall transfer \$20,000,000 from the legacy earnings fund to the innovation loan fund to support technology advancement for the purpose of providing innovation technology loans, for the biennium beginning July 1, 2023, and ending June 30, 2025.

**SECTION 27. TRANSFER – LEGACY EARNINGS FUND TO NORTH DAKOTA DEVELOPMENT FUND.** The office of management and budget shall transfer \$30,000,000 from the legacy earnings fund to the North Dakota development fund for the purpose as defined in section 10-30.5, for the biennium beginning July 1, 2023, and ending June 30, 2025.

**SECTION 28. ESTIMATED INCOME – LEGACY EARNINGS FUND - ONE-TIME FUNDING.** The estimated income line item in section 1 of this Act includes the sum of \$37,000,000 from the legacy earnings fund, of which \$30,000,000 is for beyond visual line of sight unmanned aircraft system grants and \$7,000,000 is for enhanced use lease grants. This funding is considered a one-time funding item.

**SECTION 29. ESTIMATED INCOME – LEGACY EARNINGS FUND - ONE-TIME FUNDING.** The estimated income line item in the grants line of section 1 of this Act includes the sum of \$50,000,000 from the legacy earnings fund, of which is for destination development grant program. This funding is considered a one-time funding item.

**SECTION 30. APPROPRIATION** - In addition to the amounts appropriated to the department of commerce in section 1 of this Act, there is appropriated any additional income from federal or other funds which may become available to the agency for the biennium beginning July 1, 2023 and ending June 30, 2025.

**SECTION 31. ENTREPRENEURSHIP GRANTS PROGRAM.** Section 1 of this Act includes the sum of \$948,467, of which \$740,956 is from the general fund and \$207,511 from special funds, for an entrepreneurship grants program to be administered by the department of commerce, for the biennium beginning July 1, 2023 and ending June 30, 2025. The department shall establish guidelines to award an organization that provides business development assistance to entrepreneurs in North Dakota for the purposes of benefitting the entrepreneurial ecosystem in North Dakota. The amount appropriated for entrepreneurship grants in section 1 of this Act is not subject to section 54-44.1-11 and any unexpended funds from this line item are available during the biennium beginning July 1, 2025 and ending June 30, 2027.

**SECTION 32. AMENDMENT.** Section 1 of chapter 550 of the 2021 Special Session Law is amended and reenacted as follows:

**SECTION 1. APPROPRIATION - TRANSFER - FEDERAL STATE FISCAL RECOVERY FUND - ONE-TIME FUNDING - REPORT - EXEMPTION.**

35. There is appropriated from federal funds derived from the state fiscal recovery fund, not otherwise appropriated, the sum of \$5,000,000, which the office of management and budget shall transfer to the North Dakota development fund for purposes of a grant program under chapter 10-30.5 during the period beginning with the effective date of this Act, and ending June 30, 2023.

## Service & Program Guide (Commerce.nd.gov)

### Economic Development & Finance

**Services:**

- State Data Center
- Incentives Reports for New or Expanding Businesses
- Requests for Proposal (RFP/RFI)
- General Economic Development Assistance
- Project Funding
- Connect Companies with Communities, Developers, Academia, Other Businesses, Etc.

**Programs:**

- Angel Match Program
- Automation Tax Credit
- ND Development Fund
- Regional Rural Revolving Loan Fund
- Childcare Loan Program
- Innovative Technology Program Fund (LIFT)
- Innovate ND
- Rural Growth Incentive Program

### Workforce Development

**Services:**

- Recruiter Network
- Relocation Help Desk

**Programs:**

- AmeriCorps
- Operation Intern
- Find the Good Life in ND
- Technical Skills Training Grant
- Regional Workforce Impact Program
- Tribal College Grants
- Non-Resident Nursing Employment Recruitment
- Apprenticeship

### Community Services

**Services:**

- Technical Assistance with Federal and State Grant Applications
- Community and Economic Development Project Funding
- Training and Technical Assistance for Compliance with Federal and State Regulations
- Monitoring of HUD Projects and Programs
- Community Development (Nonprimary Sector) Planning, Resources and Technical Assistance

**Programs:**

- Community Development Block Grant (CDBG)
- Community Development Loan Fund (CDLF)
- Weatherization/LIHEAP
- Renaissance Zone Program
- Manufactured Home Installation Program
- Renewable Energy Programs
- Main Street/Community Development
- Building Codes
- Community Services Block Grant (CSBG)
- State Energy Program
- Vibrancy Grants
- Partners in Planning Grants

### Tourism & Marketing

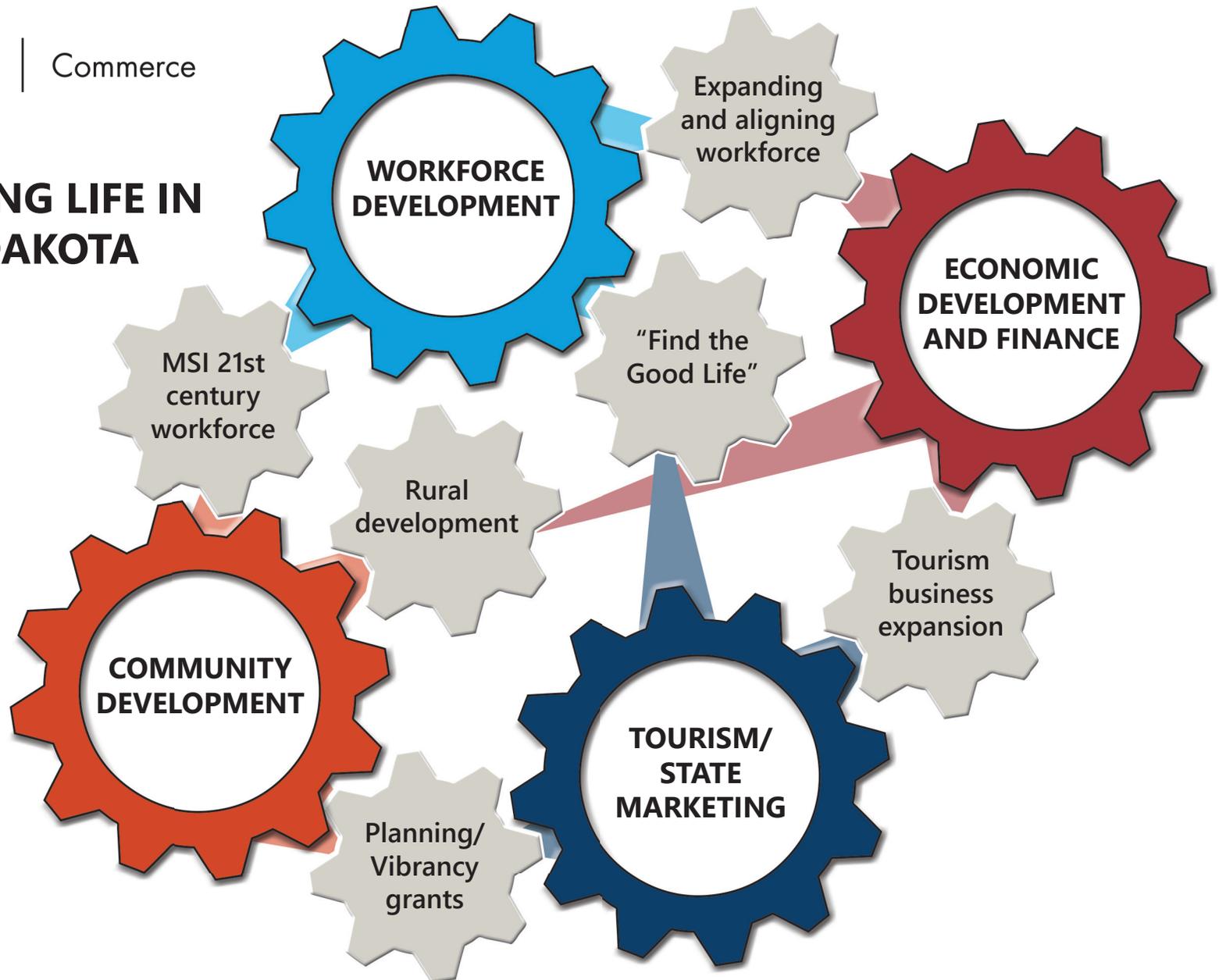
**Services:**

- State Marketing (Tourism and Workforce)
- Public and Media Relations
- Visitor Services
- Tourism Development
- Tribal Tourism
- Global Tourism Marketing
- Group Travel
- Outdoor Promotions
- Photo and Video Sharing
- Free Website Listings
- Social Media
- Research

**Programs:**

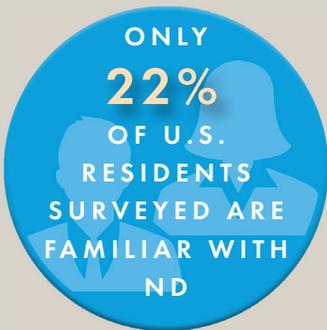
- Tourism Development Grant
- Cooperative Programs for Partners
- Agritourism

## IMPROVING LIFE IN NORTH DAKOTA





FACTS



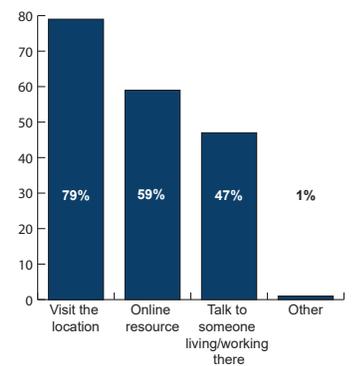
FIND THE GOOD LIFE — STRATEGIC  
MARKETING AND RECRUITMENT CAMPAIGN

The North Dakota Department of Commerce Workforce and Tourism and Marketing divisions have partnered with national talent attraction agency RoleCall to develop a comprehensive talent attraction marketing campaign built around the established *Find the Good Life* brand. The purpose of this initiative is to change perceptions of our state, improve awareness and showcase the best of life in North Dakota.

Advertising that targets four personas: boomers, young families, recent college graduates, and veterans, aims to drive traffic to the refreshed [findthegoodlife.com](http://findthegoodlife.com) website. The website includes a *relocation help desk* that provides a personalized relocation assistance service for prospective residents. The personalized service begins with a series of questions that includes basic information pertaining to relocation such as career goals, hobbies, and interest in specific areas of North Dakota. This information is used to connect potential new workers to more than 60 community champions who assist with details on their community.

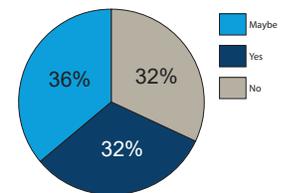
This first-of-its-kind state program ushers potential workers through the sales funnel and connects them to communities and employers that fit their long-term needs.

MOST USEFUL TOOLS WHEN  
CONSIDERING RELOCATION



INTEREST IN RELOCATING  
TO NORTH DAKOTA

Q: If a job opportunity that matched your skill and salary requirements were offered to you in North Dakota, would you be willing to relocate?



24% of respondents report that they would not be willing to relocate to North Dakota because of the climate. Other top reasons preventing relocation: too far from family/friends and unknown.\*

\*Based on a 2022 national consumer perception study on ND

EARLY RESULTS

Top States:

- FL
- CA
- TX
- OH
- GA

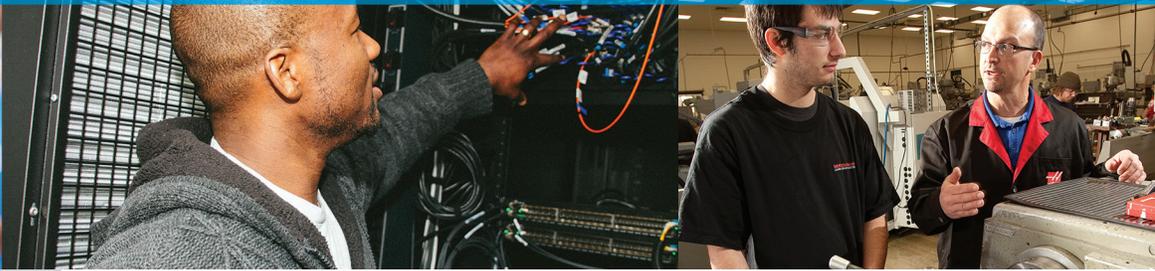
Top Industries:

- Health Care
- Skilled Trades
- Sales and Marketing
- Manufacturing
- Social Services
- Transportation

**\$438,000** marketing campaign has delivered

- More than 10 million impressions
- Nearly 2 million video completions
- 5,000 conversions
- 53,000 clicks to website

UPDATED 01/06/2023



FACTS

**78%**  
ND HIGH SCHOOL STUDENTS IN CTE COURSES

**1,350**  
RELEASED ANNUALLY FROM ND CORRECTIONAL FACILITIES

**620**  
WIOA PARTICIPANTS

**20+**  
PROGRAMS SUPPORTED BY TECHNICAL SKILLS GRANT IN 2020

ROLE OF WORKFORCE DEVELOPMENT COUNCIL

The role of the North Dakota Workforce Development Council is to advise the governor and the public concerning the nature and extent of workforce development in the context of North Dakota's economic development needs, and how to meet these needs effectively while maximizing the efficient use of available resources and avoiding unnecessary duplication of effort.

The Workforce Development Council consists of more than 30 members, with representation from industry; K-12, post-secondary and career and technical education; organized labor; Workforce Innovation and Opportunity Act state workforce partners and local and state elected officials.

LETTER FROM THE CHAIR

As chair of the North Dakota Workforce Development Council, I am pleased to forward 10 recommendations and four endorsements that the council believes can help address the greatest workforce challenges faced by the state of North Dakota today and in the coming years. These recommendations fall under four themes: earlier and more diverse career exploration, addressing the technical skills gap; removing barriers to employment; occupational licensing reform; and recruitment and retention of North Dakota workers.

*David E. Farnsworth*

WDC MEMBER LOCATIONS



Council members represent large and small communities across the state.



## FACTS

**3,780**

INTERNSHIP  
POSITIONS  
ASSISTED

**481**

BUSINESSES  
PARTICIPATING  
SINCE 2007

**\$4,000**

MATCHING  
FUNDS  
AVAILABLE

"Interns are an important part of OmniByte history and future. I have been utilizing the Operation Intern program nearly since its inception. I have been a big supporter of having a solid internship program where we provide real-world work for students while realizing value-added output from them."

– President and CEO Ray Berry of OmniByte Technology

Attracting workers to North Dakota is essential in helping to meet the state's current and future workforce needs. Internships provide a valuable way for students to make connections with businesses and identify career options in North Dakota. Operation Intern is designed to expand the number of internships, work experience and apprenticeship positions with North Dakota employers.

The program's primary focus is employers in the state's targeted industries: energy, advanced manufacturing, value-added agriculture, tourism and technology-based businesses. Funding may also be granted for other in-demand occupations on the Workforce Development Council's In-Demand Occupations Annual List. Government entities and non-profits do not qualify for the program, with the exception of the tourism and health care industries.

North Dakota businesses receive up to \$4,000 in matching funds for the internships. Funding can be used for items needed for the intern to perform their internships, like wages, tools and equipment, essential training or tuition reimbursement. The funding is a one-to-one match.

The Workforce Development Division of the North Dakota Department of Commerce manages Operation Intern.

UPDATED 01/04/2023

"This apprenticeship program is important as this is a growing and important field with a limited number of graduates. It allows us to select solid employees and offer them the opportunity to develop new skills and earn higher wages."

– Human Resources Manager Vicki Ham with Marvin Windows



## FACTS

**\$850K**  
ANNUAL  
FUNDING

**2,400**  
AMERICORPS  
MEMBERS IN  
ND

**2.7**  
MILLION  
HOURS OF  
SERVICE

**\$6.2**  
MILLION  
IN EDUCATION  
AWARDS

## MEETING NEEDS IN NORTH DAKOTA

Last year more than 200 Americans of all ages and backgrounds met local needs, strengthened communities, and expanded economic opportunity through national service in North Dakota. The AmeriCorps Agency invested more than \$3.4 million in federal funding to support cost-effective community solutions, working hand in hand with local partners to empower citizens to solve problems.

## AMERICORPS: HELPING COMMUNITIES

AmeriCorps state programs address critical needs specific to communities located in North Dakota. Programs are open to U.S. citizens, nationals, or lawful permanent resident aliens age 17 and older. Members may serve full or part-time over a period not to exceed 12 months. Individuals can serve as AmeriCorps members in North Dakota depending on the location of currently funded AmeriCorps projects. AmeriCorps grants provide assistance to eligible organizations and agencies to recruit, train and supervise AmeriCorps members in meeting critical community needs in the areas of:

- Education
- Disaster services
- Health
- Environmental stewardship
- Economic opportunity
- Service to veterans and military families

## MEMBERSHIP BENEFITS

- Living allowances (established by project)
- Education awards for members (not to exceed the maximum federal college Pell Grant)
- Career development for members
- Community volunteer activity required by many colleges and universities

## FULFILLING A NEED

ServeND conducts an annual competition for AmeriCorps funding. The following types of organizations and agencies are eligible to participate:

- State and local nonprofit organizations
- Community and faith-based organizations
- State, local and higher education institutions
- State and local governments
- U.S. territories

## DID YOU KNOW



218,019 volunteers contribute 15.6 million hours of service statewide



Ranked 11th in the nation, 37.4% of North Dakota residents volunteer



Volunteer service is worth an estimated \$377.8 million



65.2% of state residents do favors for neighbors



25.5% of state residents do something positive for the neighborhood



39.7% of state residents participate in local groups or organizations



62.6% of state residents donate \$25 or more to charity

## PARTICIPATE AS AN ORGANIZATION

Serve ND is leading the challenge in our state to serve communities in need. The goal is to provide resources such as AmeriCorps funding to eligible North Dakota organizations and agencies committed to providing service. AmeriCorps funding helps organizations and agencies recruit, train and supervise AmeriCorps members to meet critical community needs.

## AMERICORPS

AmeriCorps members meet pressing local needs across North Dakota, making a lasting impact in communities while gaining valuable skills and experience to advance their careers.

AmeriCorps members serve in one of three programs: AmeriCorps National Civilian Community Corps (NCCC), AmeriCorps state and national and AmeriCorps Volunteers In Service To America (VISTA). All programs engage volunteers at locations across the country through nonprofits, schools, public agencies, tribes, and community and faith-based groups.

- AmeriCorps State and National members engage in a diverse range of service projects at local and national organizations to address critical community needs of disaster services, economic opportunity, education, healthy futures, environmental stewardship and veterans and military families. Most AmeriCorps grant funding goes to the North Dakota State Commission on National and Community Service, the Governor-appointed State Service Commission, which in turn awards grants to organizations to respond to local needs.
- AmeriCorps VISTA taps the skills, talents, and passion of Americans of all ages to support community efforts to overcome poverty.
- AmeriCorps NCCC strengthens communities and develops leadership skills by contributing to public safety, environment, and disaster projects through direct, team-based service. Federal Emergency Management Agency (FEMA) Corps, a unit of NCCC, focuses solely on disaster preparedness, response, and recovery.

In exchange for their service, AmeriCorps members earn a Segal AmeriCorps Education Award that can be used to pay for trade school, college, graduate school, or to pay back qualified student loans. Since 1994, more than 2,400 North Dakota residents have served approximately 2.7 million hours and earned education awards totaling more than \$6.2 million.





## INDUSTRY FACTS

**21.7**  
**MILLION**  
ANNUAL  
VISITORS

**\$2.6**  
**BILLION**  
IN VISITOR  
SPENDING

MORE  
THAN  
**2,900**  
RELATED  
BUSINESSES AND  
ORGANIZATIONS

MORE  
THAN  
**41K**  
JOBS

## TOURISM DIVERSIFIES NORTH DAKOTA'S ECONOMY

Tourism links communities, supports main streets, sparks economic diversification and defines our image – how we see ourselves and how others see us. It is a significant economic driver.

Residents in every community, large and small, rural and urban, benefit from visitor spending and tourism activities.

North Dakota's tourism sector comprises five industries: lodging, food/beverage, recreation/arts/entertainment, transportation and retail. From restaurants to museums, service stations to golf courses.

## TOURISM IS AN EXPORT COMMODITY

North Dakota's visitor economy grows when more people travel to and within the state, and visitors interact more with a destination. Shopping, dining, purchasing transportation and lodging, buying event tickets, attending galleries, performances and sporting events and other activities all contribute to a stronger visitor economy.

## FAST FACTS ABOUT NORTH DAKOTA'S TOURISM INDUSTRY

### REVENUE SOURCE

Travel and tourism generated \$2.61 billion in direct visitor spending and \$237 million in visitor paid taxes to the state's economy in 2021.

### SUPPORTS LOCAL BUSINESS

Tourism is a significant revenue source for hotels, lodges, restaurants, museums, art galleries, parks, fishing and hunting outfitters, casinos, sporting events, retail outlets, coffee shops, festivals, craft shops, golf courses and many other businesses. In 2021, there were more than 21.7 million visitors to and through North Dakota.

### ECONOMIC DRIVER

There are more than 2,900 businesses and organizations offering countless attractions, events and tourism-related activity in the state.

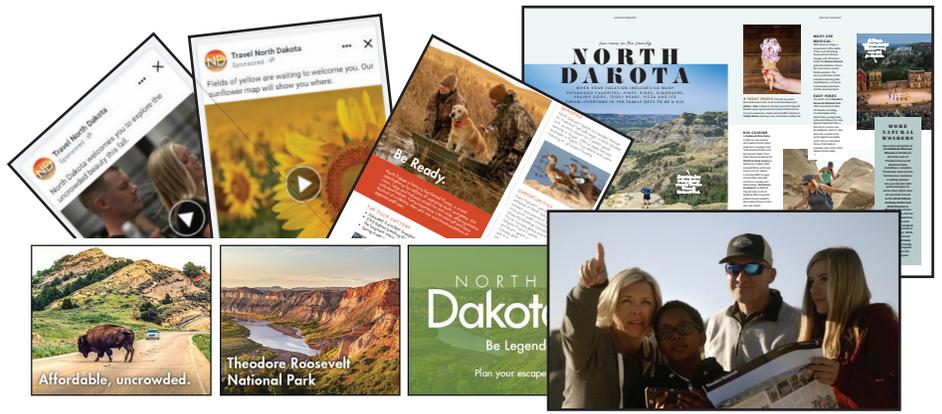
# TOURISM IS A GATEWAY TO ECONOMIC AND WORKFORCE DEVELOPMENT

Businesses don't build in a location they know nothing about. People don't move to a location they've never visited. Tourism marketing and visitation are a gateway to a number of key economic development measures.



76% of new residents visited North Dakota before moving.

Visited prior to moving

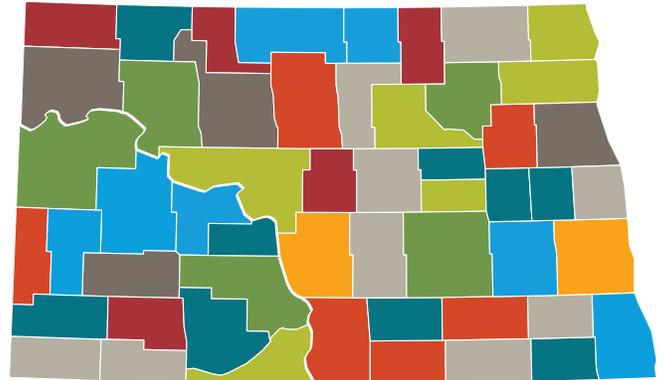


15.22 million video completions

Research on the 2021 paid advertising campaign showed that 1.4 million trips were motivated due to advertising. Visitors reported spending \$241.9 million in incremental spending. Every dollar invested in the 2021 ND advertising campaign generated \$34 in direct visitor spending and \$3 in tax contributions.

## VISITOR SPENDING BY COUNTY

- Under \$2m
- \$2-4m
- \$4-8m
- \$8-16m
- \$16-30m
- \$36-100m
- \$100-400m
- \$400-850m



Travel and tourism benefits every county in North Dakota, creating jobs, generating sales across dozens of sectors and improving our quality of life.

VISITOR SPENDING BRINGS OUTSIDE DOLLARS INTO NORTH DAKOTA'S ECONOMY, GENERATING TAX REVENUE, ADDITIONAL BUSINESS INCOME, JOBS AND A MORE DIVERSE ECONOMY.



**\$384**  
**MILLION**  
IN LODGING



**\$767**  
**MILLION**  
IN FOOD AND  
BEVERAGE



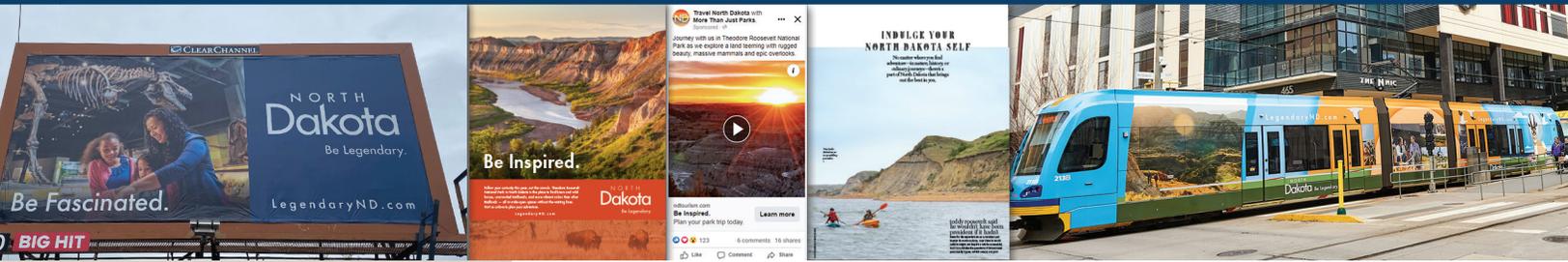
**\$521**  
**MILLION**  
IN  
TRANSPORTATION



**\$374**  
**MILLION**  
IN RECREATION



**\$565**  
**MILLION**  
IN RETAIL



AD EFFECTIVENESS

**13%**  
AVERAGE IMAGE  
LIFT FROM  
ADVERTISING  
AWARENESS

MORE THAN  
**2 MILLION**  
VISITS TO  
NDTOURISM.COM  
IN 2022

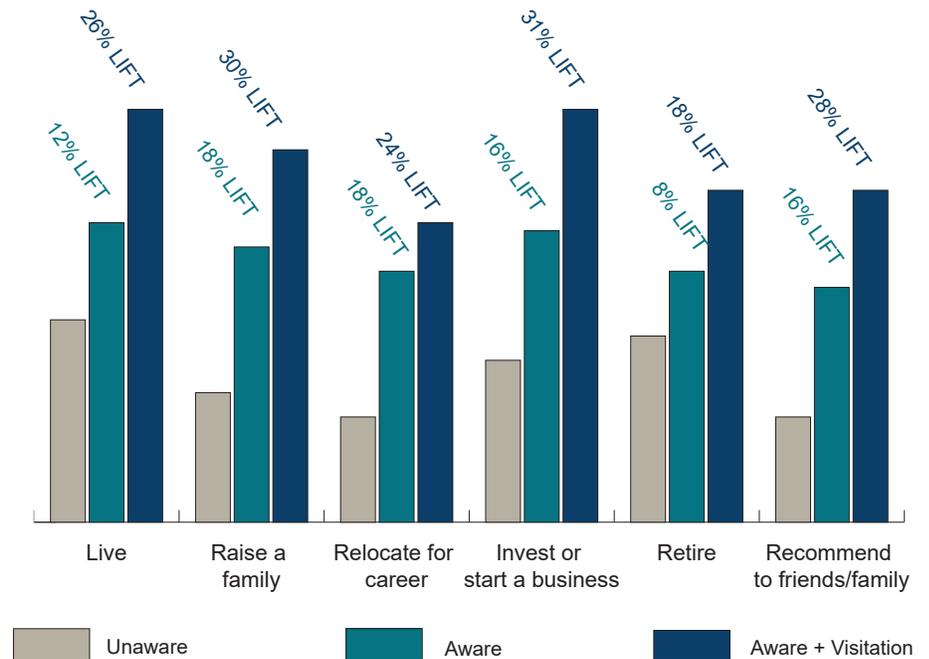
DIGITAL  
CAMPAIGN HAD  
**15 MILLION**  
VIDEO  
COMPLETIONS

**1.4**  
MILLION  
ADDITIONAL  
ADVERTISING-  
MOTIVATED  
TRIPS

TOURISM ADVERTISING ELEVATES  
NORTH DAKOTA'S IMAGE

Advertising is a powerful tool with the ability to change perceptions, attitudes and behaviors. Research shows that North Dakota Tourism's promotional campaigns create a "halo effect" that lifts image and diversifies the economy through increased visitation and makes North Dakota a more favorable place to visit, live, raise a family, work or advance your career, or invest or grow a business.

HALO EFFECT OF NORTH DAKOTA  
TOURISM MARKETING



A recent national perception study confirmed North Dakota lacks general awareness and there is potential to influence the state's public image. North Dakota's destination advertising has a positive impact on overall image lift and perception of economic development attributes. Tourism advertising is the most visible and cost-effective tool for reaching those who can be motivated, not only to visit our state, but to consider North Dakota for relocation or business building.

## WHY INVEST IN MARKETING?

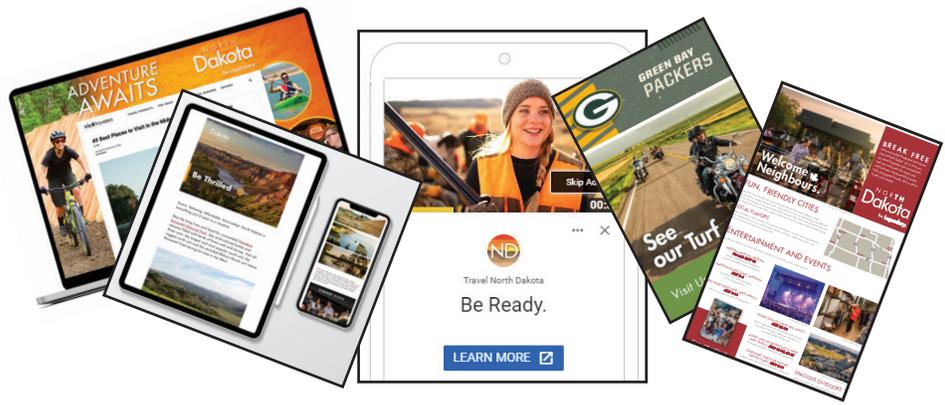
Tourism marketing supports North Dakota entrepreneurs and businesses by raising awareness of North Dakota.

Every dollar invested in the 2021 tourism advertising campaign generated \$34 in direct visitor spending.

Every dollar invested in North Dakota Tourism paid media returns \$3 in tax revenue resulting in \$23.5 million in visitor-paid taxes.

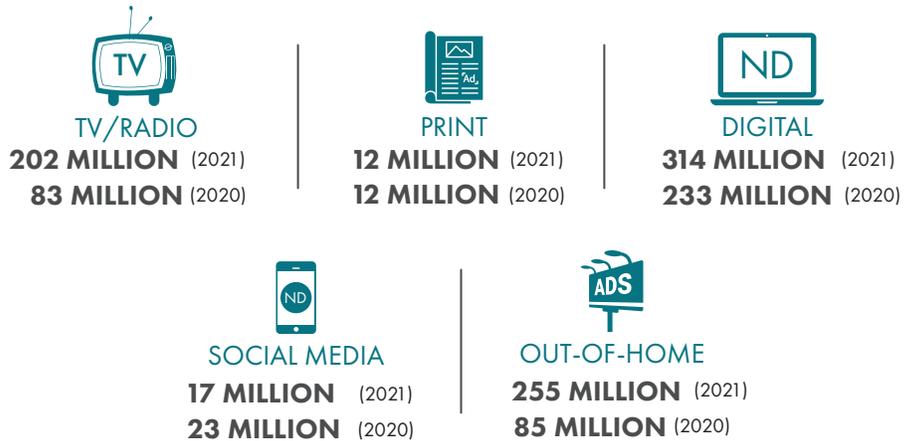
Tourism marketing supports North Dakota's vibrant communities with visitation and spending in all 53 counties.

There are more than 41K visitor-supported jobs and 2,968 tourism-related businesses in North Dakota.



## SOLID ADVERTISING OUTREACH

Research on the effectiveness of the 2021 paid advertising campaign showed that 1.4 million additional trips were motivated due to advertising. Visitors reported spending a total of \$241.9 million in incremental spending, of which \$23.5 million was state and local taxes paid. Here is how far the North Dakota Tourism campaign has reached over the last couple of years.



## EARNED MEDIA TELLS THE NORTH DAKOTA STORY

Proactive outreach to national and global media resulted in 4,019 national media instances, up 821% over 2021. Dedicated national PR firm and targeted efforts created additional media opportunities and reach on North Dakota's stories. Total instances reached 20.2 billion. Additionally, 96 global stories reached 224 million. This coverage improves awareness of our state and elevates our image across all Commerce focus areas.





## FACTS

**53,193**

PEOPLE  
IMPACTED BY  
CDBG AND  
CSBG

**10,471**

PERSONS  
SERVED BY  
HOMELESS  
GRANTS

CDBG AND  
HOME FUNDS  
REHABBED

**132**  
HOMES

**42**

PROJECTS  
COMPLETED  
THROUGH THE  
STATE ENERGY  
PROGRAM

## DIVISION OF COMMUNITY SERVICES

The North Dakota Department of Commerce Division of Community Services (DCS) was established to provide technical assistance to local governments and state agencies in the areas of community and rural planning and development, policy research and development and grant program implementation.

### PROGRAMS INCLUDE:

#### STATE ENERGY PROGRAM — Promoting Energy Conservation and Efficiency

The State Energy Program provides a range of grant resources for energy conservation-related opportunities, including energy education, installation of energy efficient features, and new and expanding energy technologies. The program's state energy plan is supported by financial and technical assistance through the U.S. Department of Energy (DOE) and funds political subdivisions, nonprofits and education centers. More than \$1.34 M in project funding was granted for 42 projects in 2020–2022.

#### COMMUNITY DEVELOPMENT BLOCK GRANT — Developing Vibrant and Sustainable Communities

The Community Development Block Grant Program (CDBG), provided through the U.S. Department of Housing and Urban Development (HUD), provides financial assistance to local governments in the form of grants for public facilities, housing rehabilitation and economic development projects and public services. The primary beneficiaries of these projects must be low to moderate income individuals.

#### EMERGENCY SOLUTIONS AND NORTH DAKOTA HOMELESS GRANT — Working to End Homelessness

The Emergency Solutions Grant (ESG) is a program of the U.S. Department of Housing and Urban Development.

The Emergency Solutions Grant and ND Homeless Grant (NDHG) provides financial assistance to facilities and programs to identify sheltered and unsheltered homeless persons, as well as those at risk of homelessness, and provide services to help them quickly regain stability in permanent housing after experiencing homelessness. The North Dakota Department of Commerce currently awards grant funds directly to emergency/homeless shelters and agencies throughout the state for activities like operational expenses (utilities, insurance, furnishings, appliances, etc.) and essential services (case management, medical, laundry, transportation, etc.), homeless prevention, rapid rehousing and the Homeless Management Information System.

It has been proposed that the ESG and NDHG programs move to the North Dakota Housing and Finance Agency in 2023.

## DID YOU KNOW?



Since 2001, 10,000 homes equipped with energy saving measures.



Community Services Block Grant impacted 35,246 low-income individuals, including 13,000 children, 5,605 persons with disabilities, and 5,379 people who lacked health insurance.



Community Development Block Grant assisted six businesses as part of economic development.



More than 1,200 homes have weatherized since January 1, 2020, including 623 families with children.



In the last 2 years 542 manufactured homes installed.

### WEATHERIZATION/LIHEAP — Increasing Energy Efficiency for Low-Income Persons

The Weatherization Assistance Program and the LIHEAP Weatherization Program impact low-income individuals across the state to:

- Increase energy efficiency in homes
- Strengthen the health and safety of the home
- Reduce total residential energy expenditures
- Provide conservation measures

Since 2001, more than 10,000 homes have been equipped with energy-conserving measures. They are programs of the U.S. Department of Energy and the U.S. Department of Health and Human Services. The Weatherization program shows an ROI of \$2.78 in non-energy benefits for every \$1 invested in the program.

### MANUFACTURED HOME INSTALLATION PROGRAM — Inspecting Manufactured Homes

Since 2003, the Division of Community Services has overseen the manufactured home installation program, where all new manufactured homes installed for residential purposes are completed by an inspector licensed by DCS. A minimum of 2 inspections are required on a double-wide home and one inspection on a single-wide home is required. ND currently has 61 installers and 16 licensed inspectors. From July 1, 2020, through June 30, 2022, we had 542 manufactured homes installed.

### COMMUNITY SERVICES BLOCK GRANT — Fighting Poverty in North Dakota

The Community Services Block Grant (CSBG) Program assists communities in implementing anti-poverty programs. The program administers funding from the U.S. Department of Health and Human Services through the state's seven Community Action Agencies (CAAs), providing various services to low-income persons, including:

- Emergency assistance
- Money management
- Housing counseling
- Self-sufficiency services
- Case management and outreach
- Referral services

### CARES FUNDING — Relieving the Effects of the Pandemic

DCS received additional federal funds for the ESG and CSBG programs to assist with the challenges of the pandemic. CSBG received an additional \$4,209,178.50 and from these funds, the Community Action Agencies have assisted 4,984 low-income clients in 2020 and 2021. An additional \$5,142,580 was received to provide support to the ESG grant.

## STATE ENERGY PROGRAM APPLICATIONS

- State Energy Security Planning
- Lighting retro fits
- "Spotlight on Energy"
- Energy audits
- Electric vehicle (EV) charging stations
- Electric vehicle (EV) training programs



The mission of the State Energy Program is to provide leadership to maximize the benefits of energy efficiency and renewable energy through technology deployment, communications and outreach activities, and access to new partnerships and resources.

While any organization may apply to the program, priority is given to schools, political subdivisions, state agencies and non-profits. The amount of funding available varies from year-to-year. Typically, awards range from \$5,000 to \$50,000.

The program year runs from July 1–June 30.

### APPLICATION PROCESS

Applications are accepted at any time. However, in order to guarantee consideration for the upcoming program year, applications or a letter of intent detailing a description of the proposed project and budget must be received by March 1. The application form can be found at [ndgov.link/SEP](https://ndgov.link/SEP).

### GUIDELINES

- Construction costs are ineligible.
- Sub-recipients must maintain a SAM registration and valid UEI to be eligible.
- Funds may not be used for product development.
- A 20% match is required. The match may be cash or in-kind.

### REIMBURSEMENT

Funds are provided on a reimbursement basis. The reimbursement form is available at [ndgov.link/SEP](https://ndgov.link/SEP). Appropriate supporting documentation must be included.

- Invoices must be included for all purchases of services or goods. If a purchase is over \$10,000, three bids must be included. Contractors and vendors must not be debarred or suspended on the System for Award Management.
- If requesting reimbursement for employees, a timecard must be provided that shows the full amount of time of each employee. Hours worked on the grant project also must be designated.

UPDATED 09/13/2022



## MAIN STREET FACTS

99

MAIN STREET  
COMMUNITIES

MORE THAN  
**\$1.1 MILLION**  
IN GRANT  
FUNDING  
AWARDED

81

COLLABORATING  
PARTNERS

BRINGS  
ADDITIONAL  
FEDERAL FUNDS  
INCLUDING  
**\$1M EDA**  
GRANT

UPDATED 01/06/2023

## MAIN STREET NORTH DAKOTA

Every community has unique opportunities and challenges. The Main Street Initiative gives local leaders direct access to a variety of resources, building on community strengths to make sound decisions. These efforts will help create vibrant cities that are poised to attract and retain a 21st century workforce, helping North Dakota compete and succeed in a global economy through diversification of industries.

Communities engaged in this initiative receive direct and focused assistance with community planning and development, tailored support from participating state agencies, streamlined access to resources and learning opportunities and enhanced access to select state resources, helping create a planned pathway to a future of their design.

## THE FOUR PILLARS OF THE MAIN STREET INITIATIVE

**HEALTHY,  
VIBRANT  
COMMUNITIES**

**21ST  
CENTURY  
WORKFORCE**

**SMART,  
EFFICIENT  
INFRASTRUCTURE**

**ECONOMIC  
DIVERSIFICATION**

## MAIN STREET INITIATIVE SUCCESSES

### BUILDING PRIDE AND PROMOTING VIBRANCY

The Hettinger Chamber of Commerce started "Tuesday Night Lights" every Tuesday in September, 2021, as a way to get people out of their homes during the pandemic and down to Hettinger's Main Street to enjoy socializing, eating and purchasing products from local home businesses, food trucks, produce marketers and Main Street businesses.

### ATTRACTING AND RETAINING WORKFORCE

Jamestown Stutsman County Intern Reimbursement Program - JSDC reimburses local employers up to \$3,500 in payroll costs for college students hired through this program.

### INFILL DEVELOPMENT

Gilby Grind and Community Center - The community received a generous donation of an old grocery store and embraced the challenge of finding a way to turn it into a coffee shop and community center.

### ECONOMIC DIVERSIFICATION

Destination Red River - These recipients came together to create a robust economic diversification and tourism plan that will take the Rendezvous Region of northeast North Dakota into the future.





## INDUSTRY FACTS

ND RANKS  
**3<sup>RD</sup>**  
IN NATIONAL  
OIL  
PRODUCTION

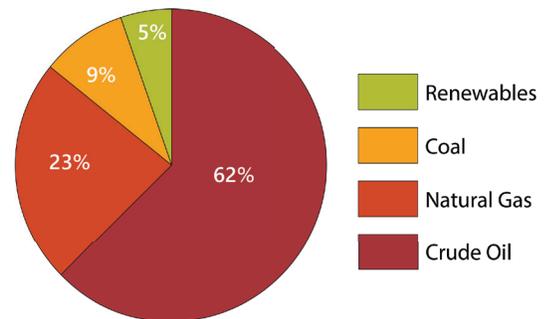
**42.2**  
**MILLION**  
MEGAWATT  
HOURS OF  
ELECTRICITY  
GENERATED

**5<sup>th</sup>**  
IN SHARE  
OF WIND  
GENERATED  
ELECTRICITY

**2<sup>nd</sup>**  
**LARGEST**  
KNOWN LIGNITE  
DEPOSIT IN THE  
WORLD

North Dakota is the second-largest energy-producing state in the nation offering opportunities in oil and gas, coal and alternative energy production. North Dakota is a proactive producer and serves as a model in fostering innovative, long-term strategies to meet our nation's growing energy demand. The state strives with an "all of the above" approach in the development of its wide-ranging energy sector while meeting the need for energy security in an environmentally responsible manner. North Dakota offers a comprehensive package of incentives to stimulate growth in all energy sectors and creates a broad-based energy strategy that maximizes the state's resources.

### NORTH DAKOTA TOTAL ENERGY PRODUCTION



## ENERGY DEVELOPMENT INCENTIVES

### Financial Incentives

- North Dakota Development Fund – Gap financing loan and equity program.
- Bank of North Dakota PACE Program – Interest buy down program.
- Bank of North Dakota Match Program – Loans at U.S. Treasury yield rate +0.25% to businesses other than retail that create new wealth, provide jobs and demonstrate considerable financial strength.
- Clean and Sustainable Energy program – Grant and funding options for research, development and commercialization of large scale innovative energy projects administered through the ND Industrial Commission.
- Renewable Energy Program – Grant and funding options to foster the development of renewable energy and related industrial technologies within a broad range of commercial applications. Overseen by the ND Industrial Commission.

### Property Tax Exemptions

- Up to five-year property tax exemption. Additional five years available for agricultural processors or projects located on property leased from a governmental entity.
- Payment in lieu of a property tax exemption, in full or part. A company may negotiate a fixed or graduated rate for a period not to exceed 20 years. A privilege tax may be applied to coal conversion facilities.
- Exemptions on all personal property from property taxation except that of certain oil and gas refineries and utilities.

### Corporate Tax Exemptions

- Five-year corporate income tax exemption for new or expanding primary sector business.

# ENERGY HIGHLIGHTS

Williston Basin crude oil export capacity included nearly 1.5 million barrels transported by pipeline per day and 800K barrels by rail per day, totaling **nearly 2.3 million barrels per day.**



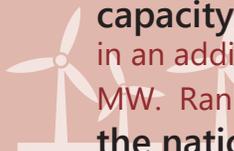
**32 North Dakota facilities** process natural gas and have a capacity of over four billion cubic feet per day.



**Electric vehicle charging stations have doubled** across North Dakota with plans for more.



In 2021, North Dakota had over **4,000 MW of installed wind capacity**, with interest in an additional 6,200 MW. Ranked **7th in the nation** for installed capacity share with 31% of total electric generation coming from wind.



## Sales Tax Exemptions

- Sales and use tax exemptions on manufacturing and processing equipment.
- Sales and use tax exemptions may be granted for purchasing tangible personal property used to construct or expand electrical generating facilities, gas or liquefied natural gas processing facilities or oil refineries.
- Sales and use tax exemptions may be granted for purchasing tangible personal property used for carbon-dioxide enhanced oil or gas recovery, to extract or process by-products from coal gasification and to produce coal from a new mine.

## Job Training Programs

- One-stop job training assistance – Both state and federal programs available for businesses.
- New Jobs Training Program – Grant program utilizing employee withholding tax.

## SUPPORTING INFRASTRUCTURE

### 29,655 Miles of Pipeline

- 17 major crude oil pipelines, including Enbridge, Keystone, Marathon Petroleum and Dakota Access.
- Nine natural gas pipelines, including Alliance, Northern Border and WBI Energy.
- Four product pipelines, including Cenex, Kinder Morgan Cochin, Magellan, and NuStar Energy.

### North Dakota Port Services Inc. Serviced by BNSF

- Adjacent to mainline switch yard.
- Daily service and highway access.
- Fully operational intermodal facility with LNG capacity.

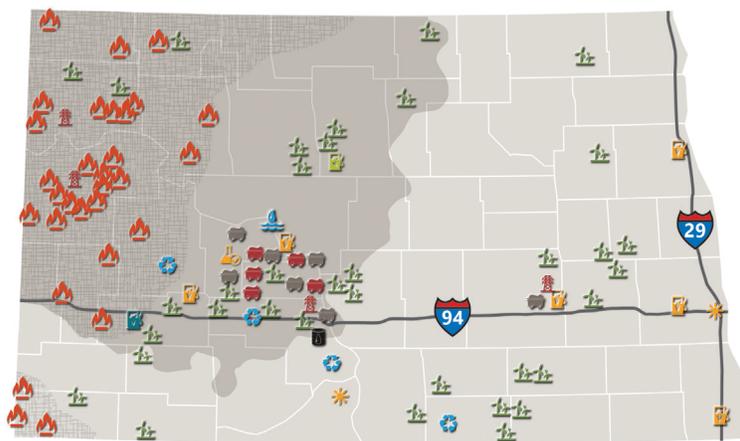
### Rail Services

- Class 1 Carriers – BNSF and Canadian Pacific.
- Four regional lines.
- 38 container service/transloading facilities.
- 42 loop/ladder tracks.

### Electrical Capacity

- More than 42 million megawatt hours of electricity generated annually.
- More than half of state's generated electricity is exported.

## NORTH DAKOTA ENERGY SITES



- |                        |                           |                             |                    |
|------------------------|---------------------------|-----------------------------|--------------------|
| NATURAL GAS PROCESSING | COAL-BASED GENERATION     | LIGNITE MINE                | HYDRO POWER        |
| WIND FARM              | SYNFUELS PLANT            | ETHANOL PLANT               | PETROLEUM REFINERY |
| SOLAR FARM             | BIODIESEL PLANT           | RECOVERED ENERGY GENERATION | PEAKING STATION    |
| BAKKEN FORMATION       | RENEWABLE DIESEL REFINERY | OIL FIELDS                  |                    |

Carbon dioxide (CO<sub>2</sub>) capture and storage technologies have become increasingly important as global markets focus on reducing the amount of CO<sub>2</sub> that is emitted into the atmosphere. As the state with the nation's largest dependence on out-of-state trade, a new focus on \$52 trillion in private equity using environmental, social and governance (ESG) standards, new federal regulations and shifting consumer demand, North Dakota is committed to innovation in order to provide our companies optimal access to capital and natural resources. That commitment was solidified in May 2021, when Gov. Doug Burgum announced that the state will strive to become carbon-neutral by 2030. This goal will only be reached through innovation, not regulation.

The recent Inflation Reduction Act increased federal incentives to \$60-\$85 per ton of CO<sub>2</sub> for utilization or storage. Capturing CO<sub>2</sub> from existing in-state and out-of-state facilities can bring a substantial financial benefit while sustaining North Dakota agriculture and energy production.

**Carbon neutrality is not only good for the environment, it is also good for business. And our state has a great story to tell.**

## NORTH DAKOTA'S GEOLOGY IS IDEAL

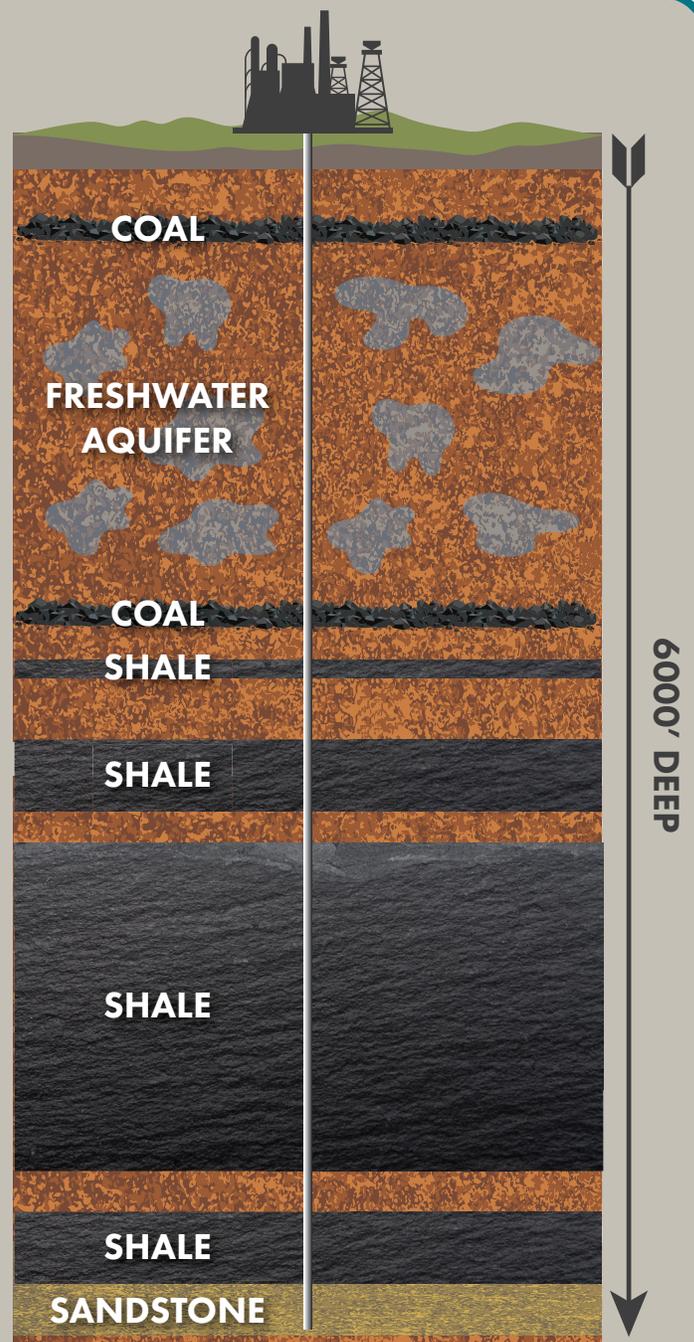
Proactive actions are already underway to fulfill this commitment. For example, Project Tundra in Oliver County, North Dakota, aims to build the largest carbon capture, utilization and storage (CCUS) facility in the world. Also, Red Trail Energy in Richardton is studying the economic feasibility of integrating CCUS with ethanol production. Research is underway at the University of North Dakota's Energy and Environmental Research Center (EERC) to bring this initiative to reality.

North Dakota is uniquely positioned for this innovation given our geology is ideal for safe and permanent geologic storage of CO<sub>2</sub>. A deep porous rock layer will hold the CO<sub>2</sub> more than a mile underground and overlying cap rock layers will seal the CO<sub>2</sub> in the storage zone. EERC estimates that North Dakota has capacity to sequester up to 25 billion tons of CO<sub>2</sub>, over 4,400 years' worth of North Dakota's annual production!

## DEVELOPING MARKETS FOR CO<sub>2</sub>

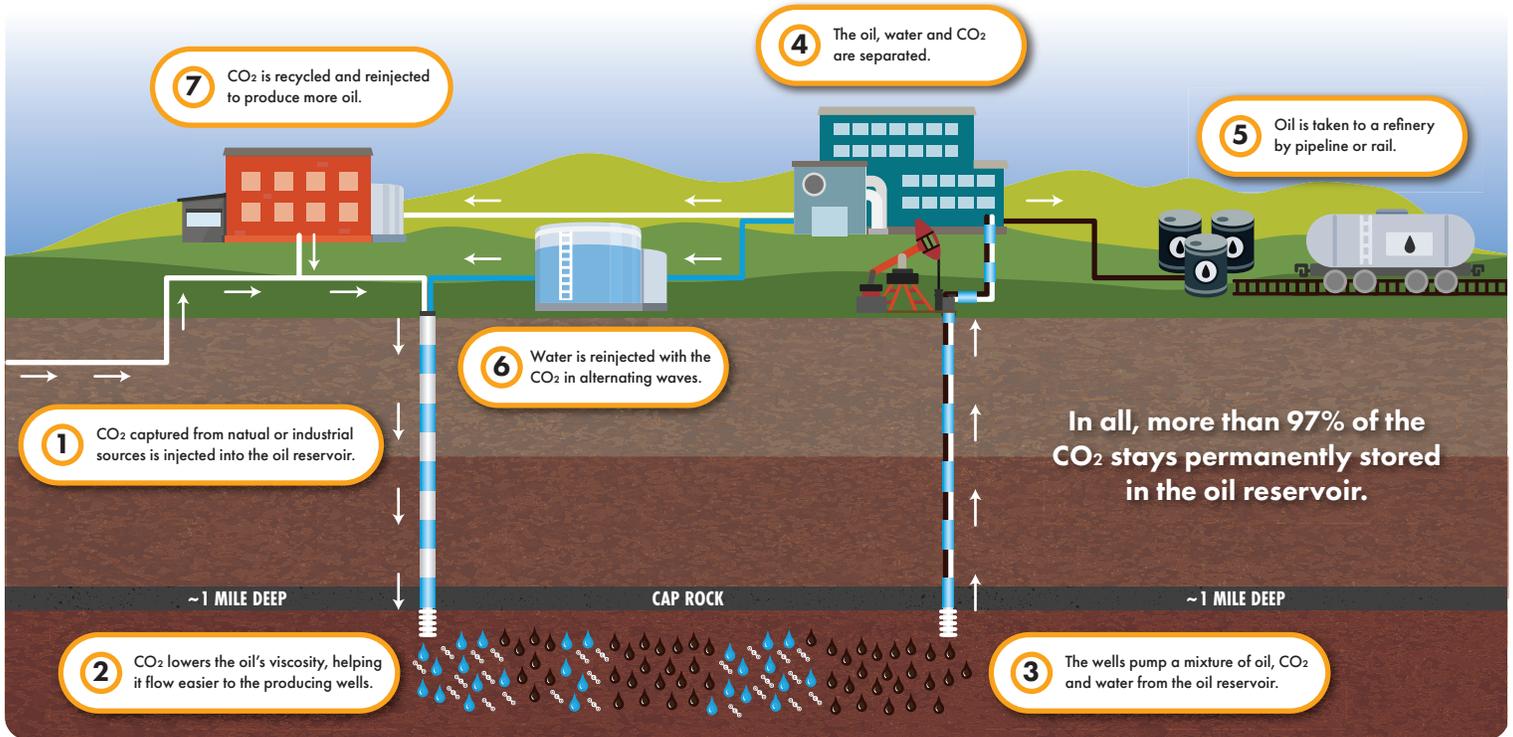
**North Dakota's older (conventional) oil fields:** When the market is ready, CO<sub>2</sub> enhanced oil recovery (EOR) will revitalize older fields that are in declining stages of production, producing up to 1 billion additional barrels!

**North Dakota's Bakken (unconventional) oil fields:** When the technology is ready, CO<sub>2</sub> EOR can be applied to declining Bakken oil wells to improve production, unlocking up to 7 billion additional barrels from the Bakken and Three Forks shale!



# TERTIARY RECOVERY (CO<sub>2</sub> ENHANCED OIL RECOVERY)

In addition to carbon capture and storage, North Dakota is working on other ESG initiatives regarding reduction of CO<sub>2</sub> emissions such as using CO<sub>2</sub> for EOR, water recycling in oilfields, plastics manufacturing using excess and flared natural gas, geothermal energy production, and a recently announced partnership with Bakken Energy and Mitsubishi Power to create a blue hydrogen hub, composed of facilities that produce, store, transport and consume clean hydrogen.



## BENEFITS

## SAFETY



Produces greener oil with a smaller carbon footprint because CO<sub>2</sub> is permanently stored in the process.



Provides economic incentive to capture the industrial CO<sub>2</sub> as it is sold to offset the cost of capture.



Enhances energy security with homegrown oil production.



Generates and maintains well-paying jobs, tax base and viable communities.



Reduces industrial CO<sub>2</sub> emissions into the atmosphere.



Oil reservoirs can hold CO<sub>2</sub> the same way they've been holding other fossil fuels for millions of years.



North Dakota's stable geology is ideal for CO<sub>2</sub> EOR.



The oil industry has 40+ years of CO<sub>2</sub> EOR experience.



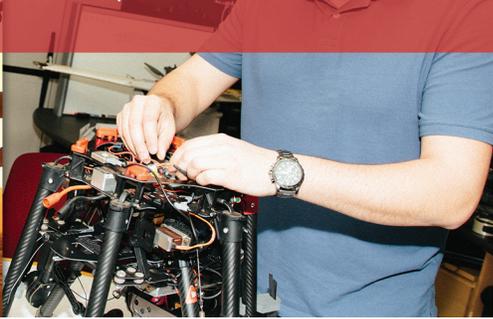
Millions of additional barrels of oil have been safely produced (Texas, Montana, Mississippi and Saskatchewan).



4,000 miles of CO<sub>2</sub> pipelines in North America move CO<sub>2</sub> every day without incident.

For more information, please contact Rich Garman or Tom Oakland at 701-328-5300.

Sources for most of this information and additional research materials can be found on the EERC website at: <https://undeerc.org/pcor/Resources.aspx>



## INDUSTRY FACTS

STATE  
COMMITMENT  
FOR NEW  
INFRASTRUCTURE  
**\$33  
MILLION**

**\$78  
MILLION**  
TOTAL  
INVESTMENT BY  
THE STATE OF  
NORTH  
DAKOTA

THE  
NATION'S FIRST  
**BVLOS  
SYSTEM**  
VANTIS

**1<sup>ST</sup>**  
UAV  
TRANSATLANTIC  
FLIGHT

## NORTH DAKOTA UNCREWED AIRCRAFT SYSTEMS (UAS): THE NEXT GENERATION

North Dakota's uncrewed aircraft systems sector continues to lead the nation in supporting the agricultural and energy industries, commercializing intellectual property and operationalizing federal requirements. To continue this growth and momentum, North Dakota must continue to invest in growing its Beyond Visual Line of Sight (BVLOS) network, support robust operations at the Northern Plains UAS Test Site (NPUASTS) and expand infrastructure at the Grand Sky UAS Park to support highly diverse and well-paying jobs as well as the national security mission.

## GRAND SKY: THE NATION'S FIRST PRIVATE UAS PARK

Grand Sky, the nation's first UAS business and aviation park, is home for flight testing, UAS operations and research and development. Grand Sky offers build-to-suit locations and temporary facilities for commercial UAS development and testing, as well as defense-related operations support and has attracted more than \$100 million in private investment. Grand Sky offers access to secure defense networks, dark fiber, a 12,351-foot runway, uncongested airspace with less than 10 operations daily and more than 330 days of flying weather annually. Testing operations are supported with electronics component distributors, metal fabrication, 3D printing and equipment support for the most demanding test requirements. Grand Sky partners like the Northern Plains UAS Test Site (NPUASTS) can support airspace needs. Grand Sky is home to one of the nation's first commercial BVLOS system.

## VANTIS

North Dakota is a thriving ecosystem of uncrewed aircraft systems (UAS) for public and private use. Through the development of Vantis, a statewide network enabling UAS flights Beyond Visual Line of Sight (BVLOS), North Dakota is poised to become the nation's epicenter of commercial UAS activity. Vantis is the first such program of its scale in the U.S. To date more than 200 UAS and 68 manned aircraft test flights have been completed on Vantis, as the Northern Plains UAS Test Site works towards expanding the network across all of North Dakota. Commerce is recruiting new industries to assist with energy production and supporting small communities across the state. Autonomous development and the attraction of private equity throughout the agricultural sector continues at a rapid clip as well, including new start-up activity from Plug and Play.

# KEY NORTH DAKOTA GROWTH



**\$400 million**  
in private sector  
investment.



**Almost 50 UAS  
companies** call North  
Dakota home.



**Over 1,000 people**  
employed by the  
industry.



**Federal partners**  
include DoD, CBP and  
FAA.

## INDUSTRY CLUSTERS

The North Dakota UAS entrepreneur cluster is larger than any other accelerator, incubator or entrepreneur center in the nation.

Almost all UAS companies operate in North Dakota, including:

- Northrop Grumman
- General Atomics
- Collins Aerospace
- Thales USA
- SkySkopes
- ISight RPV Services
- Botlink
- Thread
- Aerial Robotics

## SUCCESSES

- Participation in the FAA's BEYOND program which continues the partnership that was started through the UAS Integration Pilot Program
- Northrop Grumman endurance testing
- Department of Homeland Security Northern Border Airspace Domain Awareness Test Bed
- Four contracts awarded to support the United States Air Force Agility Prime program

## PREMIER TEST SITE ADVANTAGES

- Strong industry support
- Open terrain
- Robust energy and agriculture industry clusters
- Broad infrastructure, including Grand Sky Business Park and Northern Plains Test Site
- Research through UND Research Institute for Autonomous Systems
- History and culture of aviation safety
- Uncongested airspace
- Climate diversity
- Unique testing locations and scenarios





## INDUSTRY FACTS

**\$4.3  
BILLION**  
AGRICULTURE  
EXPORTS  
ABROAD

**26,000**  
FARMS AND  
RANCHES ACROSS  
39.3 MILLION  
ACRES

**40**  
FARMERS  
MARKETS

## GROWING VALUE IN NORTH DAKOTA AGRICULTURE

Agriculture is a leading industry in North Dakota, consistently ranking high in crop and livestock production. North Dakota offers tremendous opportunity in value-added agriculture, such as food processing and manufacturing, as only a small percentage of production is processed in-state.

## A STATE POISED FOR ECONOMIC GROWTH

North Dakota has all the key elements for successful food processors with the potential for future growth. North Dakota is focused on developing and expanding markets for crops, livestock and bio-fuels. The state offers an array of incentives to encourage continued growth in the industry. Enhanced with attractive business incentives, North Dakota is drawing some of the world's most successful companies to the state. Cavendish Farms, Roman Meal, JR Simplot, Pro Gold and Minot Milling are just a few of the businesses taking advantage of North Dakota's legendary business climate and workforce. North Dakota leads the nation in the production of 8 crops and, with the application of industry leading technology and cutting edge farming practices, our production increases year over year, creating ongoing value-added opportunities.

## NORTH DAKOTA LEADS THE NATION

North Dakota leads the nation in the production of the following commodities:

- dry beans, all
- pinto beans
- canola
- flaxseed
- honey
- peas, dry edible
- wheat, durum
- wheat, spring



(USDA 2022 report on 2021 production)

## DID YOU KNOW?



Wheat is produced in all 53 counties in North Dakota. Around 19,200 farms grow wheat — 74% spring, 25% durum and 1% winter wheat.



Beef cattle are raised in every North Dakota county with about 945K beef cattle and calves across the state. That's more than **1.2 cattle for every person** in North Dakota.



The state has 55 dairy farms that produce nearly **40 million gallons of milk** each year.



There are approximately **12,127 head of bison** in North Dakota. They are raised for meat and hides.

North Dakota has **Seven renewable fuel facilities.**



## TOP 10 EXPORT COUNTRIES FROM NORTH DAKOTA



1. Canada
2. Mexico
3. Dominican Republic
4. Japan
5. Peru
6. Colombia
7. Panama
8. Spain
9. Chile
10. Jamaica

Source: U.S. Department of Commerce, International Trade Administration

## PROCESSING AND PRODUCTION INCENTIVES

- North Dakota offers a range of agricultural processing and production incentives along with ease of access to local financing institutions – including the only state-owned bank in the nation
- Sales tax exemptions on construction materials
- Property tax exemption of up to five years for new or expanding businesses and up to 10 years for ag processors
- In lieu of property tax exemption, in full or part, a company may negotiate a fixed or graduated property tax rate for up to 20 years
- Corporate income tax exemption of up to five years for new or expanding manufacturers
- Wage and salary corporate income tax credit for new businesses
- Income tax credit for research expenditures
- Sales and use tax exemption for manufacturing equipment
- No personal property tax, including equipment, inventory, materials in process and accounts receivable
- Numerous grants and low-interest loans
- Assistance for job training and workforce development
- Lowest workers compensation premium rates in the United States





## FUND FACTS

42

PARTICIPANTS

MORE  
THAN

\$29  
MILLION

IN LOANS  
AWARDED

3

COMPANY  
EXITS

The Innovation Technology Loan Fund (LIFT) is an innovation loan fund that supports technology advancement by providing financing for commercialization of intellectual property within the state of North Dakota. The following industries qualify for these funds:

- Advanced computing and data management
- Agriculture technology
- Autonomous and unmanned vehicles and related technologies
- Energy
- Health care
- Value-added agriculture
- Value-added energy
- Any industry or area specifically identified by the committee as an industry that will contribute to the diversification of the state's economy

### LIFT LOAN TERMS INCLUDE:

- 0% interest for the first three years of the loan.
- 2% interest for the next two years of the loan.
- An interest rate equal to a standard Bank of North Dakota loan for all subsequent years.

The use of the loan funds are available to enhance capacity and to the extent possible, leverage state, federal and private sources of funding. Loan funds may be used to conduct applied research, experimentation or operational testing within the state. Loan funds may not be used for capital or building investments or for research, academic or instructive programming, workforce training, administrative costs, or to supplant funding for regular operations of institutions of higher education.

Approval for LIFT applications shall be made by the LIFT Committee with the following considerations:

1. Deliver applied research, experimentation or operational testing in one or more of the diversification sectors to create information or data to enhance North Dakota companies or industries or companies making investments in North Dakota.
2. Lead to the commercialization or patent of an innovation technology solution.
3. Result in the development of a new company or expansion of an existing company that will diversify the state's economy through new products, investment or skilled jobs.

More info can be found by visiting [NDCC Chapter 6-09.18](#) or contacting Carla Valentine at [crvalentine@nd.gov](mailto:crvalentine@nd.gov).

## INDUSTRIES REPRESENTED



ADVANCED  
COMPUTING  
AND DATA  
MANAGEMENT



AGRICULTURE  
TECHNOLOGY



ENERGY  
AND  
VALUE-ADDED  
ENERGY



HEALTH CARE



VALUE-ADDED  
AGRICULTURE



UAS

## LIFT SUCCESS EXAMPLES

**Access Point Technologies EP Inc.** — A global supplier of innovative medical devices focused on meeting the needs of the large and fast-growing electrophysiology (EP) market, estimated at \$5 billion today with an 11% compound annual growth rate. APT EP designs and develops new catheters and systems for treating cardiac arrhythmias. It is building a new research and development center in Horace which will be ready in Q1 2021 and plans to develop both catheters and systems in this new facility. In addition, the company plans to hire and train local engineering talent and partner with ND physicians to develop significant bioscience intellectual property.



**Checkable Medical Corp.** — Developing an at-home strep test to be manufactured in North Dakota and launching an at-home rapid COVID-19 antibody test. LIFT support allowed it to move the founding team to the state and partner with a North Dakota clinical research partner to execute its trial. The company plans to create high-paying jobs in the bioscience industry in the next couple years.



**First-I LLC (KSI Video)** — Currently contracting its software services from a North Dakota company and recently established an office in Grand Forks as base for the development and manufacture of a new UAS product designed to assist first responders and emergency management personnel. The company is applying for matching funding from other sources and plans to have a commercially viable prototype available later in 2021. To date it has created one job in Grand Forks with plans for additional hires once it reaches commercialization.



**Three Farm Daughters** — A value-added ag start-up creating high-fiber, low gluten food products utilizing GoodWheat varieties grown in the USA and milled at the North Dakota State Mill. Three Farm Daughters has launched three pasta products and a 100% wheat flour for sale online and in stores in North Dakota and Minnesota. In doing so, Three Farm Daughters utilizes three North Dakota logistics companies, a North Dakota food-grade warehouse facility and collaborates with a Grand Forks local chef for recipe development.



**TracFrac Inc.** — A Bismarck-based company developing a patent pending scheduling platform that coordinates activities between operators and service companies in the oil and gas industry. Currently working with two major energy companies in North Dakota, TracFrac adds reliability and automation to the oil and gas monitoring and notification system.





FUND FACTS

**\$158  
MILLION**  
PROJECTED  
ANNUAL GDP  
INCREASE

**\$265  
MILLION**  
PROJECTED  
ANNUAL  
ECONOMIC  
OUTPUT  
INCREASE

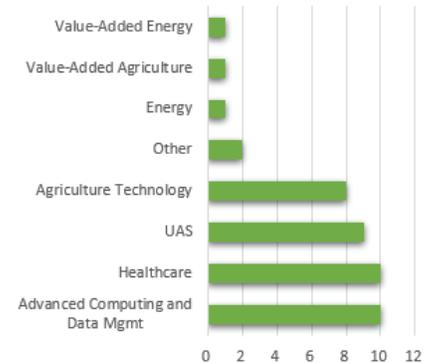
**\$51.7  
MILLION**  
ESTIMATED  
INCREASE IN  
PERSONAL  
INCOME

**1,163**  
AVERAGE  
EXPECTED JOB  
CREATION  
ACROSS ALL  
INDUSTRIES

The LIFT initiative approved \$29.14 million (97%) of the appropriated funds (\$30 Million) as of August 2022, since the inception of the program in the 2019-21 biennium. The program has provided funding to 35 North Dakota businesses in specific sectors outlined in N.D.C.C 6-09.18-01. The North Dakota Department of Commerce utilized the Regional Economic Model Tax Policy Insight (REMI Tax PI) to forecast the state level's economic impacts of the LIFT funds over 2020-2024. The projected economic impacts include increases in the state economy size (as measured by the state gross domestic product (GDP) and output); wealth creation (as measured by personal income); and new jobs created (as measured by employment). There are three categories of employment: direct employment, indirect employment, and induced employment. Direct jobs are those created by the LIFT awardees. Indirect jobs are those created by related industries, such as suppliers and manufacturers. Induced jobs are local industries that increase due to the additional increase in direct or indirect employment, such as local restaurants, retail and entertainment. From 2020 to 2024, the LIFT program is expected to have impacted North Dakota's economy by the following measures. All dollars are inflation-adjusted to 2021 dollars.

- Increase of North Dakota's Output by \$265 million, and an increase of North Dakota's GDP by \$158 million by 2024. Output measures the value of all goods and services, including business-to-business sales. GDP measures only value-added goods and services, or the value of the final product sold.
- Increase of North Dakotan's yearly Personal Income by a collective \$51.7 million, an average of \$57,480 per resident by 2024.
- Across all industries, there is an expected impact of 1,163 new jobs in the state, with businesses participating in the LIFT program expected to have created 702 new jobs by 2024. Over 430 of these jobs are projected to be in the Advanced Computing and Agriculture Technology industries. These 1,163 jobs include direct and indirect employment.

LIFT RECIPIENTS  
BY INDUSTRY



METHODOLOGY

The main idea behind economic impact analysis is that one more (or less) dollar spent in a local or regional economy results in a greater than one dollar change in economic activity in the area. The most common and widely respected method of examining such changes involves using economic models called input-output models. A key feature of input-output models is that they are ideally suited to capture the interdependence among different industries. Commerce utilized version 2.5 of the REMI Tax-PI model. Briefly, the REMI Tax-PI model is a sophisticated regional economic model that dynamically simulates the year-by-year economic effects of public policy initiatives and is widely used by state agencies and legislatures, universities and other organizations and experts. The REMI model is tailored to North Dakota using data from the Bureau of Census, the Bureau of Economic Analysis, the Bureau of Labor Statistics, the Energy Information Administration and other reliable data sources.

<sup>1</sup> For more information, contact Carla Valentine at [cvalentine@nd.gov](mailto:cvalentine@nd.gov)

## LIFT SUCCESS EXAMPLES

**Access Point Technologies EP Inc.** — A global supplier of innovative medical devices focused on meeting the needs of the large and fast-growing electrophysiology (EP) market, estimated at \$5 billion today with an 11% compound annual growth rate. APT EP designs and develops new catheters and systems for treating cardiac arrhythmias. It is building a new research and development center in Horace which will be ready in Q1 2021 and plans to develop both catheters and systems in this new facility. In addition, the company plans to hire and train local engineering talent and partner with ND physicians to develop significant bioscience intellectual property.



**Checkable Medical Corp.** — Developing an at-home strep test to be manufactured in North Dakota and launching an at-home rapid COVID-19 antibody test. LIFT support allowed it to move the founding team to the state and partner with a North Dakota clinical research partner to execute its trial. The company plans to create high-paying jobs in the bioscience industry in the next couple years.



**First-I LLC (KSI Video)** — Currently contracting its software services from a North Dakota company and recently established an office in Grand Forks as base for the development and manufacture of a new UAS product designed to assist first responders and emergency management personnel. The company is applying for matching funding from other sources and plans to have a commercially viable prototype available later in 2021. To date it has created one job in Grand Forks with plans for additional hires once it reaches commercialization.



**Three Farm Daughters** — A value-added ag start-up creating high-fiber, low gluten food products utilizing GoodWheat varieties grown in the USA and milled at the North Dakota State Mill. Three Farm Daughters has launched three pasta products and a 100% wheat flour for sale online and in stores in North Dakota and Minnesota. In doing so, Three Farm Daughters utilizes three North Dakota logistics companies, a North Dakota food-grade warehouse facility and collaborates with a Grand Forks local chef for recipe development.



**TracFrac Inc.** — A Bismarck-based company developing a patent pending scheduling platform that coordinates activities between operators and service companies in the oil and gas industry. Currently working with two major energy companies in North Dakota, TracFrac adds reliability and automation to the oil and gas monitoring and notification system.





## DEVELOPMENT FUND FACTS

**9,182**  
JOBS  
CREATED

**878**  
PROJECTS  
FUNDED

**PRIMARY  
SECTOR  
ECONOMIC  
DEVELOPMENT  
TOOL**

UPDATED 01/03/2023

## ECONOMIC DEVELOPMENT TOOL

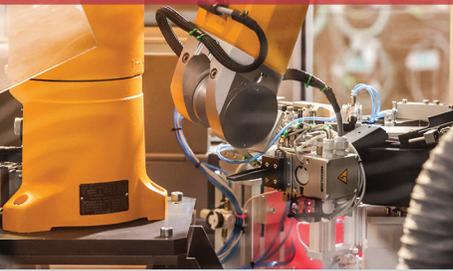
The North Dakota Development Fund was created through legislation in 1991 as an economic development tool. It provides flexible gap financing through debt and equity investments for new or expanding North Dakota primary sector businesses. The Development Fund makes investments of up to \$3 million. The board of directors may adjust the limit when deemed appropriate.

The following criteria apply to Development Fund investments:

- The entrepreneur must have a realistic financial commitment at stake. Usually, principals are required to have a minimum of 15% equity in the project.
- Refinancing of debt is not eligible.
- Principal shareholders with 20% or greater ownership are generally required to guarantee the debt. Other shareholders may also be required to guarantee.
- Financing is available to any North Dakota primary sector business project with the exception of production agriculture.
- Primary sector includes individuals and businesses which, through the employment of knowledge or labor, add value to a product, process or service which results in the creation of new wealth.
- Primary sector includes tourism and specific types of investor-owned agriculture, and is typically businesses such as manufacturers, food processors or export service companies. Investor-owned agriculture includes livestock feeding or milking operations or other value-added agriculture located apart from an individual farm operation that is professionally managed and has employees.
- Financing is available to any North Dakota licensed child care operator up to \$100,000.

"The Development Fund offers the financing resources needed to help support business startups and expansion projects that create jobs while also providing taxpayers with a strong return on investment. Businesses in need of equity financing can look to the Development Fund as a possible solution. The North Dakota Development Fund is a valuable tool in developing strategies for business growth."

North Dakota Governor Doug Burgum



## INDUSTRY FACTS

**\$4.63**  
**BILLION**  
INDUSTRY  
OUTPUT  
2021

**71%**  
**GROWTH**  
TOTAL OUTPUT  
2011-2021

**82%**  
OF ND  
EXPORTERS  
ARE SMALL  
BUSINESS

**7.31%**  
INDUSTRY  
OUTPUT  
2021

## MANUFACTURING OPPORTUNITIES

Strong market growth, both domestically and internationally, have contributed to a healthy manufacturing economy in the state. Advanced manufacturing companies doing business in North Dakota include Doosan (Bobcat), John Deere, CNH Industrial, Air Liquide and Caterpillar.

Due to an abundance of energy, a skilled workforce, and a business friendly climate (due in part to being the only state in the nation with its own state bank), North Dakota has enjoyed robust expansion in primary sector activity. Strong market growth, both domestically and internationally, has contributed to a healthy manufacturing economy.

Manufacturing and technology-based businesses in North Dakota face a serious threat from international competition. North Dakota manufacturers are not immune to the pressures of globalization and competition.

The Department of Commerce has concluded, through a combination of a manufacturing surveys and personal visits with manufacturing leaders across the state, that future expansion of our manufacturing sector will come not from labor growth, but rather from innovation and productivity gains, as well as a strong focus on developing foreign markets. State policy has been put into place to help stimulate and incentivize growth in this area.

## PARTNERS

### North Dakota Trade Office

The North Dakota Trade Office (NDTO) continues to increase its efforts to expand North Dakota's exports to high-demand foreign markets. In 2018, North Dakota led the nation in export growth, with a 35% increase over the previous year. Continued support and funding for the NDTO are essential to continued market growth for our state's manufacturers, producers and exporters. Find more information at [www.NDTO.com](http://www.NDTO.com).

### Impact Dakota

Impact Dakota is the North Dakota delivery organization of the U.S. Department of Commerce's nationwide Manufacturing Extension Partnership (MEP) network. Its staff of experts provide specialized business consulting services to North Dakota-based manufacturing and ag-processing companies. Impact Dakota supports North Dakota manufacturers by conducting detailed needs assessments, outlines potential solutions and provides technical assistance to solve problems that deliver positive financial impacts. In 2021, clients reported \$30.1 million in gained and retained sales, \$2.9 million in cost savings, \$4.4 million in investments made, and 219 jobs created and retained as direct result of projects delivered by Impact Dakota.

# TRADE AND TRANSPORT BY THE NUMBERS



Two Foreign Trade Zones



Two Canada-Mexico  
Trade Corridors



Top Five Export  
Markets — Canada,  
Mexico, Australia, Germany,  
Brazil



Five International  
Airports



Two Major Interstates —  
I-94 East/West and  
I-29 North/South



Two Mainline  
Railroads —  
Burlington Northern Santa  
Fe and Canadian Pacific



Manufacturers in North  
Dakota account for **7.3%**  
of the total output in  
the state, employing 7.7%  
of the workforce

Areas of service include, but are not limited to:

- Process Improvement
- Business Operations Optimization — Strategy, Structure, People, Methods, Communications, Metrics and Rewards
- Compliance and/or Certifications — Cybersecurity/CMMC, Food Safety, ISO, etc.
- Quality Management Systems
- Workforce Development
- Automation
- Performance Improvement: Growth Strategies and Innovation

## STRATEGIC INCENTIVE ADVANTAGES

### Workforce

- New Jobs Training Program — Grant program reimbursing employee withholding taxes
- Operation Intern – Grant program designed to create new internships and apprenticeships in North Dakota's target industries
- Career Builders Scholarship and Loan Repayment Program – Public/private matching fund program to promote skilled workforce jobs requiring a two-year degree or less

### Financial Incentives

- North Dakota Development Fund — Gap financing loan and equity program
- PACE Program — Interest buy-down program at Bank of North Dakota
- MATCH Program — Loans at U.S. Treasury yield rate + 0.25%
- Financial Investment for Technology (LIFT) — Innovation loan fund to support technology. Low (0-2%) interest financing for research and development in target diversification sectors

### Income Tax Exemptions

- Five-year corporate income tax exemption for new or expanding primary sector business

### Sales Tax Exemptions

- Sales and use tax exemption on machinery and equipment
- Utilities are not taxed in state

### Property Tax Exemptions

- Up to a five-year 100% property tax exemption
- Additional five years are available for agricultural processors
- Payment in lieu of a property tax exemption. A company may negotiate a fixed or graduated tax rate for a period not to exceed 20 years
- Personal property is not taxed, including equipment, materials in process and accounts receivable

### Tax Credits

- Automation Tax Credit – Tax credit designed to promote factory automation in North Dakota
- Investment tax credits for business investors

