

DMAND | DESTINATION MARKETING ASSOCIATION OF NORTH DAKOTA

March 9, 2023

To: Senator Terry Wanzek
Senate Appropriations Government Operations Committee

Re: HB 1018

Dear Chairman Wanzek and members of the Senate Appropriations Government Operations Committee,

I am writing to you in support of House Bill 1018, the Department of Commerce Bill, which includes the opportunity for enhanced funding for the Tourism Division.

The bill would invest \$50 in a Destination Development Fund to assist North Dakota's travel industry by expanding and/or creating unique attractions and experiences. Visitors, current residents, and new potential workforce all look for that fun, exciting experience that creates an outlet of personal satisfaction. Projects through the Destination Development Fund will keep visitors in the state longer and assist in workforce recruitment and retention that our state needs to fulfill the job opportunities in North Dakota. This proposal in the bill is vital to the growth of our visitor industry, the appetite for development has been demonstrated.

Support for \$25 million for workforce marketing and recruitment is much needed for our visitor industry. Workforce is a large topic for all industries, including the hospitality industry.

The proposed additional one-time funding of \$5 million for destination awareness marketing enhances the image of North Dakota, providing tools to draw additional visitors to the state.

Please support House Bill 1018.

Sincerely,


Julie Obrigewitsch
Destination Marketing Association of North Dakota, President