



MHA Nation Tourism  
307 5<sup>th</sup> Ave, New Town, ND 58763  
O:701.627.2243



Testimonial for House Bill 1581

March 17, 2025

Good morning Chairman Representative Vigesaa. Vice-Chairman Representative Kempennich and members of the committee:

My name is Kiera Fox, MHA Nation Tourism Acting Director and North Dakota Native Tourism Alliance (NDNTA) MHA Nation Board Representative.

The MHA Nation Tourism Department wholeheartedly supports House Bill 1581. This bill is a vital investment in preserving our cultural heritage and creating economic opportunities for our communities.

Tribal tourism allows us to protect and share our unique histories, traditions, and stories. The funding will help enhance infrastructure like visitor centers, signage, and amenities, making the experience more welcoming. It will also enable us to create and promote cultural programs and events that authentically highlight our traditions.

A key part of our initiative is the growing partnership between our Tribes and surrounding Convention and Visitors Bureaus (CVBs). Together, we are coordinating regional tours that connect our communities with neighboring areas, expanding the reach of our cultural tourism. This collaboration promotes a deeper understanding of our shared history, offering visitors a richer experience, and increases opportunities for cross-promotion across North Dakota communities.

The economic impact is significant. The growth of tourism will create jobs for our people in roles like tour guides, artisans, and event planners, bringing much-needed income to our communities and improving overall quality of life. Tribal tourism also fosters cross-cultural understanding and respect, providing visitors a chance to experience our history and values firsthand. This helps build stronger relationships and a more inclusive society.

Supporting HB1581 shows North Dakota's commitment to honoring Indigenous cultures and recognizing their importance to the state's identity. This investment benefits our Tribal Nations and enhances North Dakota's reputation as a place that values and celebrates diversity. We urge the state to support this important bill and its lasting impact on our communities.

Sincerely,



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Kiera Fox

Acting Director, MHA Nation Tourism

NDNTA Board member – MHA Nation Representative