

Testimony in support of SB 2018

March 10, 2021

Randy Hatzenbuhler

President, TRMF

Chairman Monson and members of the House Appropriations Committee –
Education and Environment Division:

My name is Randy Hatzenbuhler, President of the Theodore Roosevelt Medora Foundation. I ask for your support of SB 1018 for the Department of Commerce funding for tourism in total, in particular the \$7 million one-time funding provision included in the bill for tourism marketing.

Hospitality and tourism is a much larger industry in our state than just the 75 days of prime-time travel days during the summer. We have added activities to extend our season and we will continue to invest in more activities for fall, winter, and spring. We look forward to vibrant visitation during all 12 months in the years ahead. That is just our piece of the hospitality and tourism; the industry is larger than Medora and it is year-round.

We have all felt the disappointment of missing Bison football games and UND Hockey, great dining, and all sorts of recreation during the past 12 months because of the pandemic. The pandemic has probably done more to illuminate our industry by feeling the loss of all it provides when it is cut off at the knees, as has been the case for the past year.

The path to a speedy and full recovery is investing in ourselves through great marketing and ensuring adequate resources are available to compete. It is why we are so encouraged that SB 2018 includes \$7 million in one-time funding for marketing. Even at that level, our neighboring states will far out-spend us, but we will be in the same league!

I strongly support his initiative and request your leadership support as well.

Respectfully,

A handwritten signature in cursive script that reads "Randy Hatzenbuhler".

Randy Hatzenbuhler, President
Theodore Roosevelt Medora Foundation