

Testimony in support of HB 1018  
House Appropriations Education and Environment Division  
January 9, 2023  
Submitted by  
Randy Hatzenbuhler, Theodore Roosevelt Medora Foundation

**Please accept this as testimony in favor of the provisions in HB 1018** that support North Dakota Tourism. It is especially encouraging to see:

- \$50 million to support Destination Tourism Development to invest in North Dakota's Third Largest Industry and would help to create unique new attractions and amenities that build our tourism sector.
- \$25 million for a strategic marketing and workforce recruitment campaign which will include support for expanding Commerce's "Find the Good Life in North Dakota" workforce attraction campaign.
- \$5 million (one-time) investment in destination North Dakota awareness marketing will allow us to expand our marketing channels and time in market with new creative campaign elements.

North Dakota Tourism brings visitors/guests to our state. The tourism industry provides the window to future residents and is a critical part of workforce development for North Dakota.

Funding for ND Tourism improves the **quality of life** for our residents. Recreation, music, art, culture will be enhanced as the industry develops new attractions and amenities.

Medora is an example of a Tourism Destination Development and the impact it can have on the economy, quality of life and workforce development. Careful investments over decade have transformed a dormant town to place of great pride, creating hundreds of jobs and dozens of businesses. There is more opportunity for Medora, and North Dakota needs more legacy projects where generations of family memories are made, and communities are built.

HB 1018 invests confidently in our communities and institutions to create a better future for our children and grandchildren.

Respectfully,



Randy Hatzenbuhler, President