

**Tourism Department
Budget 740
Senate Bill No. 2022**

| | FTE Positions | General Fund | Other Funds | Total |
|---|----------------------|---------------------|--------------------|------------------|
| 1999-2001 legislative appropriation | 11.00 | \$4,016,000 | \$363,000 | \$4,379,000 |
| 1997-99 legislative appropriation | <u>10.00</u> | <u>3,853,969</u> | <u>363,000</u> | <u>4,216,969</u> |
| 1999-2001 appropriation increase (decrease) to 1997-99 appropriation | 1.00 | \$162,031 | \$0 | \$162,031 |

NOTE: The 1999-2001 appropriation amounts include \$3,106 from the general fund for the agency's share of the \$5.4 million funding pool appropriated to the Office of Management and Budget (OMB) for special market equity adjustments for classified employees and \$868 from the general fund for the agency's share of the \$1.4 million funding pool appropriated to OMB for assisting agencies in providing \$35 per month minimum salary increases in July 1999 and July 2000.

Item Description

Agency location - Although requested by the agency and included in the executive recommendation for the 1999-2001 biennium, the 1999 Legislative Assembly did not provide funding to allow the agency to relocate off the Capitol grounds. The 1999 Legislative Assembly provided legislative intent that during the 1999-2001 biennium, the agency remain located on the Capitol grounds.

Rocky Mountain International - The 1999 Legislative Assembly appropriated \$242,000 from the state general fund for North Dakota to become a member of Rocky Mountain International (RMI), a multistate international travel marketing organization.

Status/Result

The agency continues to be located in the Liberty Memorial Building on the State Capitol grounds and does not plan to relocate during the current biennium.

The department has not become a member of the multistate RMI marketing group, which would require the state to market cooperatively with the states that are members. Instead, the department has contracted with RMI for international marketing assistance and representation focused on the markets determined by the department to be the most lucrative for North Dakota. The department's international marketing efforts are focused on Germany and the Scandinavian countries, primarily Norway. Rocky Mountain International has contracted with a travel representative in Oslo, Norway to market North Dakota travel in that country.

The department's contract with RMI for fiscal year 2000 includes the following services:

| | |
|--|------------------|
| General services (including maintaining an office in Norway) | \$62,000 |
| Marketing services | 2,500 |
| Product development and marketing | 7,500 |
| Familiarization tours | 6,000 |
| Publications and communications | 6,000 |
| Tour operator data base | 5,000 |
| Overseas trade shows | 20,998 |
| Total | \$109,998 |

The department anticipates filling the authorized public information specialist III position on July 1, 2000.

Lewis and Clark Bicentennial - The 1999 Legislative Assembly provided

a general fund appropriation of \$123,995 to the Tourism Department for preparations for the Lewis and Clark Bicentennial, as follows:

- One FTE public information specialist III position (fiscal year 2001 only)--\$48,995.
- Advertising--\$75,000.

The department has committed \$10,000 for billboard advertising relating to the Lewis and Clark Interpretive Center. The remaining \$65,000 will be used for other Lewis and Clark-related promotional activities to be determined by the department.