



APPLICATION CRITERIA FOR TOURISM PROJECT DESIGNATION

ND DEPARTMENT OF COMMERCE/TOURISM DIVISION

SFN 61183 (1/2017)

For Development Fund consideration, please include the following information.

Contact Name	Company Name	Telephone Number	
Address	City	State	ZIP Code
Email Address	Website Address		
Location of Project			
Lead Lender	Total Project Budget	Amount of Loan Request	
Brief Description of Project			
<p>Please submit your business plan and marketing plan. The marketing plan needs to identify the following:</p> <ul style="list-style-type: none"> • Primary Market • Secondary Markets • List of Marketing Resources to be Used <ul style="list-style-type: none"> -Website (including mobile-friendly) -Printed materials (including distribution methods) -Advertising • Other Tourism Partners • Seasonality <p>Projects will be qualified based on the following: (Please answer the questions on page 2.)</p> <ul style="list-style-type: none"> • Uniqueness • Ability to Attract • Length of Stay • Location • Marketing • Hospitality • Out-of-State Revenue <p>Overall impression of application and questions from page 2.</p>			
Print Name	Title		
Signature			Date

Questions on the Tourism Project Designation should be directed to Dean Ihla, Tourism Development Manager, ND Department of Commerce, Tourism Division, phone: 701-328-3505; fax: 701-328-4878 or email to dihla@nd.gov.

Mail this completed form to:

North Dakota Tourism Division
 Attention: Dean Ihla
 PO Box 2057
 Bismarck, ND 58502-2057

The following questions will assist in qualifying your tourism project as a business.

1. Uniqueness: What unique features does your project have compared to other businesses or attractions?
2. Ability to attract: Explain how your project will have the ability to attract out-of-area visitors from at least 30 miles away.
3. Length of stay: How will your project hold a visitor in the area for up to six hours with the potential for an overnight stay?
4. Location: What other businesses, attractions, events or recreation amenities are located in the area, providing the opportunity to develop a travel package?
5. Marketing: How does your project align with marketing research done by North Dakota Tourism? (Available under the industry section of the website www.ndtourism.com)
6. Hospitality: Describe your experience in the tourism/hospitality industry.
7. Out-of-state revenue: How much revenue do you expect to generate from out-of-state visitors? How will you achieve this?