

# NATURE-BASED AGRI-TOURISM

## **DEFINITION:**

Nature-Based Agri-Tourism is a segment of rural tourism sometimes referred to as ecotourism. For APUC purposes an eligible business is defined as **one which seeks to attract visitors to a working farm or any agricultural, horticultural or agribusiness operation to enjoy, be educated or be involved in activities.**

Nature-Based Agri-Tourism enterprises are designed to bring people to rural ND to engage in a recreational, sport, educational or labor assisted sales (self harvesting) activity. Eligible facilities must provide restroom facilities, fresh water for sanitation, and other appropriate accommodations. These activities **MUST** be fee based and provide primary or secondary sources of economic activity. APUC realizes that these activities may be sporadic, seasonal, or fairly small in scope.

## **EXAMPLES OF ELIGIBLE PROJECTS:**

Eligible projects under the Nature-Based Agri-Tourism grant include, but are not limited to, the following:

- farm tours
- hands-on chores
- self harvesting of produce
- hunting operations
- fishing operations (located on applicants land)
- bird watching
- trail rides
- corn mazes

## **EXAMPLES OF NON-ELIGIBLE PROJECTS:**

Non-eligible projects under the Nature-Based Agri-Tourism grant include, but are not limited to, the following:

- overnight stays in a bed and breakfast
- visiting city, state, or national parks
- community festivals
- non-profit organizations i.e. 4H clubs, Chamber of Commerce's, etc...

## **PARAMETERS:**

Funding for Nature-Based Agri-Tourism is normally restricted to marketing and advertising dollars for individual, or preferably groups of individuals or companies, who are currently engaged in an eligible tourism activity. Projects are encouraged to work together and apply for grant dollars to promote an entire region, thus, multiple businesses are given high priority. Grants will be awarded as follows: (applies for individuals or companies)

1. Individual = up to \$1,000
2. Two individuals = up to \$2,500

3. Three to five individuals = up to \$6,500
4. Six or more individuals = up to \$10,000

**The maximum grant award is \$10,000 and individuals (companies) are only eligible for one grant a year.**

**GUIDELINES:**

1. APUC will not fund anything but marketing or advertising
2. Applications will be considered on a quarterly basis with the deadline for application falling on January 1, April 1, July 1, and October 1.
3. Peer reviews from individuals in the Tourism Department will be obtained.
4. Generally grants are for one year.
5. Grants are limited to projects located in North Dakota.
6. The applicant (s) may be asked to make a presentation to the full commission.
7. Applicants must demonstrate a well thought out marketing plan and a working knowledge of the industry.

Each grant application will be considered on an individual basis and on its own merits.  
**The Commission reserves the right to accept, reject, or partially fund any grant application.**