



November 1, 2024

Reice Haase, Deputy Executive Director  
North Dakota Industrial Commission  
State Capitol – 14th Floor  
600 East Boulevard Ave Dept 405  
Bismarck, ND 58505-0840  
Re: Grant Application for the North Dakota Petroleum Foundation Program

Dear Mr. Haase:

Enclosed is a grant application requesting approval from the North Dakota Industrial Commission for funding from the Oil and Gas Research Council to support the North Dakota Petroleum Foundation's education and outreach programs. These programs include a range of public education, outreach, and promotional activities such as the Teachers Seminar, Bakken Rocks CookFest, public information sessions, T4 Summits, and ND Energy Education programs. Additionally, the initiative involves a public education campaign with various promotion and marketing strategies.

These components have proven highly effective and are now key tools for industry outreach. These education efforts offer well-balanced, impactful educational materials tailored to the needs of target audiences. The total projected cost for this program is \$2,126,415.00 for the period from January 1, 2025, through December 31, 2026. We are requesting \$880,245.00 in funding to support these educational and outreach efforts during this timeframe. A \$100 check for the application fee will be mailed next week.

The North Dakota Petroleum Foundation is committed to fulfilling each component outlined in this grant application. Please contact me if additional information is needed.

Sincerely,

A handwritten signature in black ink that reads "Tessa".

Tessa Sandstrom  
Executive Director, North Dakota Petroleum Foundation

Enclosure

Applicant: North Dakota Petroleum Foundation  
P.O. Box 7233  
Bismarck, ND 58507  
701-223-6380

Principal investigator: Eric Delzer  
Date of application: November 1, 2024

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## Oil and Gas Research Program

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North Dakota

Industrial Commission

### Application

Project Title: North Dakota Petroleum

Foundation Outreach and Education Program

Applicant: North Dakota Petroleum Foundation

Principal Investigator: Tessa Sandstrom

Date of Application: November 1, 2024

Amount of Request: **\$880,245.00**

Total Amount of Proposed Project:

**\$2,126,415.00**

Duration of Project: Jan. 1, 2025 to Dec. 31,  
2026

Point of Contact (POC): Eric Delzer

POC Telephone: 701-223-6380

POC E-Mail Address: edelzer@ndoil.org

POC Address: PO Box 7233, Bismarck, ND  
58507

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## ABSTRACT

### **Objective:**

The North Dakota Petroleum Foundation (Foundation) is applying for the OGRC grant to administer and continue their education and outreach programs. The mission of the Foundation is to provide and support education and outreach opportunities related to the petroleum industry, develop and advance quality-of-life initiatives, and promote and enhance the conservation heritage of North Dakota. The Foundation is currently operating this program with OGRC grant funding, which will end on December 31, 2024, and it plans to continue building on its success.

### **Expected Results:**

The mission of the Oil and Gas Research Council (OGRC) is to promote the growth of the oil and gas industry through research and education. The Foundation programs outlined in this grant request are an effective way for the OGRC to accomplish this mission. We have been building on education, outreach, conservation, and awareness initiatives for several years and the feedback received is always positive. Our public opinion surveys also help guide our messages and show us that our efforts are working. These programs become more critical each year as the oil and gas industry strives to provide the information that North Dakotans want and need.

### **Duration:**

The funding request for this program is for January 1, 2025 – December 31, 2026.

### **Total Project Cost:**

The total budget for the North Dakota Petroleum Foundation program during this timeframe is \$2,126,415.00, of which \$880,245.00 is requested from the OGRC, which has been a critical partner in our past efforts, and through continued support, we look forward to taking this program to the next level.

### **Participants:**

To enhance the ability of the Foundation to deliver these projects to the public in a meaningful way, we have several partners, all of whom bring unique professional experience to the table. Partners include the North Dakota Petroleum Council (NDPC), NDPC member companies, Western Dakota Energy Association (WDEA), Department of Mineral Resources (DMR), North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol (NDHP), UND's Energy and Environmental Research Center (EERC), the North Dakota Pipeline Authority (NDPA), North Dakota State Land Department (NDSL), North Dakota Safety Council (NDSC), and civic and community groups, among others. Thanks to their help and insight, our programs have been a tremendous success and were nationally recognized by the Interstate Oil and Gas Compact Commission in October 2009 with its Energy Education Stewardship Award, in 2013 with the Environmental Partnership Award for the Pick Up the Patch program, and in 2021 with the Environmental Partnership Award for its Planting for the Future program.

## PROJECT DESCRIPTION

### Objectives:

The Foundation will continue to pursue its mission through public outreach, education, messaging, and informational opportunities. We will also continue developing online materials and messages that are smartly scalable, relatable to targeted audiences, and able to be deployed via multiple channels. The Foundation operates each of its initiatives with the support and oversight of North Dakota Petroleum Council staff. Each of these initiatives is further explained in this section. We conduct a Public Perception Survey biennially to measure the success of our efforts and stay abreast of issues and sentiments. Our latest survey, completed in January/February 2024, shows that a majority (85%) of North Dakotans favor oil and gas development in North Dakota and 90% believe the state should either increase production (52%) or keep it the same (38%).

### 1) Outreach

Although individual outreach events typically reach a smaller number of people, the impact is significant, especially as events and projects gain recognition and popularity. We will continue our outreach efforts to maintain relationships and build new ones. Creating opportunities where North Dakotans can interact with the industry or see development first-hand is an important way to share information and create levels of trust among stakeholders. The North Dakota Petroleum Foundation programs are working to create these opportunities through several initiatives:

**Bakken Rocks CookFest** – The Bakken Rocks CookFest has long been one of our most popular and successful events. From 2009 to 2022 (with the exception of 2020), the Foundation hosted two CookFests in communities amid oil and gas development. This was reduced to one event in one community in 2023. This event includes a competitive BBQ event and entertainment for the community. Each event is free and open to the public and features a public information session that includes both general information about oil and gas development, as well as an opportunity to discuss hot topics that may be specific to each community. Government agencies and local nonprofits and organizations also have information booths set up to provide information on regulations, rights of way and easements, royalties, and more. The Mule Deer Foundation and educational groups like the Gateway to Science or Magic City Discovery Center have also set up booths providing activities for children and families. This event typically attracts upwards of 1,500 people, with recent events in Killdeer and Tioga attracting as many as 3,000 people.

This event is an important means of providing education opportunities in the western portion of the state where oil and gas is a significant part of the community. It also provides an enjoyable atmosphere where industry, residents, and other stakeholders can interact, build relationships and learn from one another.

**Public Education Sessions** – Educating the public about development activity and infrastructure needs, along with regulations and processes involved with the oil and natural gas industry, is a tremendous part of building goodwill within the state. Public Information Sessions, also known as town halls, provide an excellent and intimate opportunity for industry to provide information about operations and efforts to address impacts while giving individuals opportunities to ask questions of industry and regulatory authorities.

In addition to the Information Sessions hosted during the CookFest, the Foundation has also participated in and/or sponsored other meetings or sessions with North Dakota colleges and universities, leadership groups, community groups (such as Kiwanis or Lions groups) and others as requested.

**Tours** – As it is able, the Foundation also conducts oilfield tours and seminars for parties as requested and as time and resources of both the Foundation and North Dakota Petroleum Council (NDPC) member company volunteers are available. In the past, the NDPC and Foundation have hosted tours for elected officials and candidates (both from North Dakota or for national groups), Council for a Secure America, agriculture organization members and leaders, and others. These tours give participants a more in-depth and close-up look at the oil and gas industry. Participants often remark that these tours have been eye-opening and have given them a greater appreciation for the industry and its role in our nation’s economy, energy security, and quality of life. Except for the tour for North Dakota elected leaders and candidates which is scheduled every even year, most tours are ad hoc.

**Safety and Environment** – Safety and protection of the environment continue to be top concerns for North Dakotans. The North Dakota Petroleum Foundation will continue to work toward resolving those issues through action and education. Our safety and environment programs include the Foundation’s Planting for the Future Program and partnerships with the Mule Deer Foundation and Teddy Roosevelt Medora Foundation, though funds may be available for other issues as they arise.

**Planting for the Future** – The Foundation established a program dedicated to planting trees for wildlife and habitat in 2018. Since then, more than 522,000 trees have been planted through the program. Although OGRC funds are not requested to support this program, it factors heavily into Foundation messaging and its outreach efforts throughout the state and its mission to promote and enhance the conservation heritage of North Dakota.

**Conservation Partnerships** – Over the past few years, the Foundation has been developing a strong relationship with both the Mule Deer Foundation (MDF) and the Teddy Roosevelt Medora Foundation (TRMF) with a focus on conservation. Each year, the Foundation participates in at least one industry work day with the Mule Deer Foundation that has been well-received among industry and MDF leadership and volunteers. Past projects have varied in location, size and purpose, but the Foundation has consistently turned out more than a dozen volunteers and contributions of in-kind use of equipment for the past four years. We anticipate these projects will continue in the future.

Likewise, the Foundation has worked closely with the TRMF and has supported remediation and conservation of sensitive areas near the Bully Pulpit Golf Course. In return for the donation, the TRMF placed placards onsite and sharing information via social media and newsletters about the oil and gas industry and its contributions. The Foundation also sponsors the Teddy Roosevelt Show performed by Joe Weigand. Weigand incorporates Roosevelt’s conservation efforts and appreciation for North Dakota’s natural resources in his performances and will recognize both the Foundation and OGRC for their contribution. His performances annually reach an average of more than 7,000 people each summer and also includes performances at annual meetings or conventions, such as the US Forest Service Annual Meeting and NDPC events, among others.

## 2) Education

Among the major challenges faced by the energy industry during the early years of Bakken shale development was the availability of a skilled workforce. Although the Bakken has become a mature play, the challenge of maintaining a skilled workforce remains relevant today and into the future.

According to the National Academy of Sciences, one of the recommendations to help meet the workforce demand is to improve K-12 STEM education and increase the number of people pursuing STEM education. To help the industry achieve these goals, the North Dakota Petroleum Foundation plans to continue programs aimed at providing teachers the information and tools they need to better inform students about the industry, as well as piquing interest in STEM and careers in the petroleum industry among students.

**Teacher Seminar** – Although oil and gas development has grown to be a major part of the fabric of North Dakota, many educators—even those in western North Dakota—largely lack information about the industry. The objective of the Teacher Education Seminar is to provide both teachers and guidance counselors with basic information about oil and gas development and offer them a first-hand tour of drilling and production sites, a refinery, reclaimed locations and more as time or availability of sites permit. The Seminar is a four-day program open to primary and secondary educators. Participants receive complimentary course materials, lodging at BSC, and most meals in conjunction with the seminar. They are also able to earn two course credits from MSU, NDSU, or UND. During this proposed grant period, Teacher Seminar will occur in June 2025 and June 2026.

Educational sessions focus on a broad spectrum of topics, including history, geology, physics and engineering, as well as the industry’s regulatory and social impacts, including employment needs, policy decisions and impacts of oil taxes on state tax revenues and the state's budget surplus. Topics are sometimes tweaked to address hot topics such as global energy supply and demand in times of conflict or high energy prices. Participants also try hands-on activities and receive various lesson plans and resources they can take back into the classroom. This program has been a success and many teachers leave with a better understanding of the industry and feel better equipped to provide students with the information they need about the industry and careers in oil and gas. Attendees complete surveys after each seminar so we can ensure we are meeting their needs and delivering our information in the best way possible.

**ND Energy Education/T4** – The Foundation will continue initiatives to reach out directly to students through its ND Energy Education program and T4 Summits. Initiated in 2002, ND Energy Education program has been popular among educators and students across the state. Partnering with Bismarck Public Schools, the Lignite Energy Council, and Career and Technical Education, these programs have reached more than 80,000 North Dakota students, teachers, and parents through workshops in individual classrooms, job fairs and more. In fact, many teachers who attend the Teacher Education Seminar will request visits from instructors of the ND Energy Education program.

While some ND Energy Education visits are still conducted, more focus in the last four years has been placed on the T4 (Tools Trades Torque Tech) Summits. T4 introduces students to workforce skills, needs, training, and networking opportunities with industry leaders and technicians. Opportunities for industry career exploration give young people broader exposure to the working world they will one day enter and helps them “connect the dots” between school and career in ways that keep them motivated to learn the skills they will need for the future.

There have historically been between 7 and 10 T4 Summits held each year. Summits are two days and will typically host 500-700 students per day. Devil's Lake, Bottineau, Watford City, Bowman and tentatively Bismarck are already scheduled for 2024. Other communities that have held summits in recent years include Hillsboro, Wahpeton, Parshall, Stanley, Casselton and Grafton. Additional summits may be scheduled if other communities would like to host and as time and resources permit in the 2025-2026 school year.

The T4 Summits have been extremely popular among teachers, students, and industry participants. Students can learn about a trade or profession by participating in hands-on activities and instructors also give an overview of the job availability and salary and education expectations. There are usually more than 20 sessions at each summit to show students the diversity of jobs and careers available in industry-related fields.

### **3) Awareness and Public Perception**

Even though the oil and gas industry's positive public perception continues to be high, the Foundation remains focused on continuing to promote public awareness of the benefits and opportunities provided by the industry.

**Advertising, Branding, and Promotion** – Early promotional efforts focused largely on providing information about the economic and job benefits of the oil and gas industry. The Foundation has developed and continues to share messages that illustrate the benefits of the state's oil and natural gas industry. This includes economic and career opportunities supported by oil and natural gas, technologies and products made available by petroleum that help improve quality of life, and resources and revenues generated by the industry that support schools, infrastructure and other priorities.

During this grant period, the Foundation will continue to promote these and other messages through both traditional and social media. The Foundation will also develop new material as necessary to respond to current public opinion and timely issues. Messages will be guided by public opinion research and studies and reports that provide data on economic progress, employment numbers and tax revenues.

While the Foundation strives to share messages through earned media whenever possible, the most effective means of reaching a broad audience is through paid advertising. The Foundation will continue to deploy messages via a multi-channel approach using television, digital, radio, billboards and social media. Materials, information, and TV ads will be available at [www.NDPetroleumFoundation.org](http://www.NDPetroleumFoundation.org) and on the Foundation's Facebook, YouTube, LinkedIn and Instagram channels. In addition to paid advertising, the Foundation also partners with North Dakota State University and University of North Dakota athletics, both of which have large captive audiences, to share similar messages on both television and radio broadcasts of games.

**Website & Social Media** – The Foundation has an extensive and informative website regarding programs and initiatives, opportunities to get involved, and information about the oil and gas industry. One goal is to develop more educational resources about oil and gas development that can serve as a resource for any visitors.

Social media continues to be a powerful and cost-effective tool in engaging and building relationships with key target audiences. The Foundation will continue the use of these platforms to educate and convey the industry's positive economic, fiscal, and educational impacts on the state, nation, and daily lives by creating factual and emotional connections. Focusing on Facebook and Instagram, content will be generated to be shared across both platforms. Depending on the best use of the content, adjustments may be made to accommodate platform strengths.



**Studies** – The Foundation uses information from three studies to help craft both its educational content as well as its awareness campaigns. These studies include the Public Perception Study which is completed every even year and the Economic Impact Study and Tax Study which are completed and published every odd year during the North Dakota legislative session. The next Economic Impact Study is currently underway and will examine the economic, job, and tax contributions by the oil and gas industry for 2023. The Tax Study, which is also sponsored by the Western Dakota Energy Association, will explore how oil and gas tax revenues are collected and distributed to different state funds and counties. Both will be released during the 2025 Legislative Session.

**Methodology:**

The Foundation will continue existing outreach and education programs and look for ways to expand the audience and reach of the messages and events. Using studies and survey results from previous events and campaigns, the Foundation will work to identify and implement suggested improvements.

While many of our education and outreach campaign initiatives have been dependable and effective, awareness requires some flexibility for changing attitudes and environments. As a result, the Foundation will monitor messages and content and reassess media buys as needed to ensure we are reaching target audiences with relevant and effective information and messages.

**Anticipated Results:**

Measuring the impact of some of our initiatives can be difficult. Past CookFests have been consistent with approximately 100-200 people attending the Information Session and an average of 2,000 attending the BBQ portion.

In addition, we are confident in past participation for each of our education events. We have consistently had 40-50 teachers at each Teacher Education Seminar, and the T4 Summits continue to grow with even the small, rural community of Parshall hosting more than 1,000 students and teachers over a two-day period.

Analytics software continues to provide more and better data and insights for digital and social advertising. Based on past ad performance, we can expect to reach more than 250,000 people with impressions<sup>1</sup> and engage<sup>2</sup> more than 20,000 per six-week ad cycle on social media. Digital ads have traditionally performed well with an average click-through-rate of .15% for social and .25% for digital (more than 50% higher than the benchmark). Video ads have averaged an 75% completion rate during past campaigns. This data can help us adjust messages and targeting as needed to meet a larger audience.

In addition to analytics, the Public Perception Study helps track attitudes and whether or not messages are reaching our intended audiences.

**Facilities:**

NDPC office in Bismarck.

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<sup>1</sup> Impressions are the Number of times content has appeared or been viewed during the selected period. This includes paid, organic, and viral impressions.

<sup>2</sup> Engagements are the number of fan interactions (reactions, comments, shares, clicks and private messages) with an ad or post for the selected period.

**Resources:**

The Foundation does not have paid staff and instead is operated by NDPC staff as an in-kind contribution. In addition, the NDPC has more than 550 members, many of whom provide staff and expertise and contribute additional grant funds and sponsorship dollars for events.

**Techniques to Be Used, Their Availability and Capability:**

Communications and event planning: NDPC staff, as an in-kind contribution to the Foundation, plan and execute the various outreach events.

**Environmental and Economic Impacts while Project is Underway:**

The Foundation's conservation programs and partnerships all have a direct environmental impact where communities and industry employees come together to help remediate or rehabilitate habitat and plant trees. Also, an educated and informed public that has access to industry professionals can help address key issues and concerns and address new challenges immediately. The environmental and economic impacts of our program are only positive, we do not anticipate any negative impacts.

**Ultimate Technological and Economic Impacts:**

No technological impacts are expected. Potential positive economic impacts could be felt with stronger public support and understanding of the oil and gas industry. A more educated public could also benefit from the knowledge of the jobs and opportunities available in the industry.

**Why the Project is Needed:**

The ND Century Code states that the purpose of the oil and gas research council is to "coordinate a program designed to demonstrate to the general public the importance of the state oil and gas exploration and production industry... and to support research and educational activities concerning the oil and natural gas exploration and production industry." The Foundation programs help fulfill this purpose by educating and engaging the public to help them gain an understanding of the oil and gas industry in North Dakota and how it directly impacts the state and their communities. We will continue to pursue this goal through public outreach, education, promotion, and informational opportunities. This includes the continuation of many of our award-winning outreach programs. We will also continue developing online materials and messages that are smartly scalable and able to be deployed via multiple channels.

The Foundation programs have been focused on sharing information about the oil and gas industry in North Dakota, including its place as one of the largest contributors to the statewide economy. As well as the innovations and technologies that are being developed and deployed here in the state, and the continued focus on ensuring operations are always striving to be cleaner and safer for North Dakotans and their environment. An educated and supportive public will allow the oil and gas industry to continue operating in North Dakota in a positive manner. The industry is a strong economic driver for the state, as well as a good steward of the land, and it is our duty to help the public understand this.

## **STANDARDS OF SUCCESS**

Measuring the impact of our programs is important to ensure we are reaching our audience and our messages are being absorbed. The Foundation will conduct public opinion surveys every other year to gauge the impact of our messaging and outreach efforts, as well as perceptions of the petroleum industry in North Dakota. Eight surveys have been conducted since 2010 to measure the overall opinion of oil and gas development in the state, the positives and negatives of development as viewed by respondents, the areas of greatest concern, and other issues. These surveys have established that North Dakotans continue to overwhelmingly favor oil development in the state. These surveys will help inform us of new issues or hot topics, as well as serve as a tool to measure any changes in attitudes toward the petroleum industry and the success of our education and outreach programs. They are useful for identifying new or emerging issues or concerns such as energy prices, socioeconomic impacts, environmental concerns, regulatory policies and others.

Monitoring the success and/or reach of media campaigns – particularly online – has become increasingly more efficient with the development of apps and analytics software. Based on the overarching goals of the campaign and its message and creative assets, a digital campaign strategy is currently being used. This strategy defines the digital goals, key performance indicators, metrics and direction of the digital media tactics. Website analytics, digital campaign metrics and multivariate testing results are used to measure each Key Performance Indicator and digital campaign effectiveness.

Measuring the success of our larger outreach events can be accomplished through feedback surveys and crossover engagement on our social media sites. Surveys, for example, are an effective way of measuring the success of the Teacher Education Seminar, while posts, tags, likes, and shared photos, among others, help provide insight on the popularity of events such as the Bakken Rocks CookFest.

## **BACKGROUND/QUALIFICATIONS**

The North Dakota Petroleum Foundation is a 501(c)(3) with the mission to provide and support education and outreach opportunities related to the petroleum industry, develop and advance quality of life initiatives, promote and enhance the conservation heritage of North Dakota, and advocate for the industry and its communities to ensure their voice is heard and respected. Although the Foundation wasn't formally incorporated until 2018, its successful programs and initiatives were founded over a period spanning two decades and have continued to grow and develop. The Foundation plans to build on this success and support from the OGRC is valuable and critical to their success and continuation.

The North Dakota Petroleum Council is a nonprofit trade association that has represented the industry in North Dakota since 1952. The NDPC has been working to educate the public about the oil and gas industry for decades. The Council has continually worked to enhance our education programs and communication with the public on issues that impact the communities where daily oil and gas operations are occurring. The NDPC will be providing the Foundation with staff resources and other financial support for this project.

## MANAGEMENT

The North Dakota Petroleum Foundation, under direction of Ron Ness, will oversee the projects and events that make up the education and outreach program described in this application. Other NDPC staff and personnel will oversee and execute the program functions, and the Foundation Board of Directors will approve the budget and monitor implementation.

The Foundation, as well as other stakeholders and partners, including NDPC, Department of Mineral Resources, North Dakota Pipeline Authority, University of North Dakota Energy and Environmental Research Center, and others will continue to play a vital role in providing direction and expertise on the Foundation's efforts. The guidance and expertise of committee members are very valuable and ensure that issues are viewed from a variety of approaches.

## TIMETABLE

The tentative timetable for 2025 is below. While the timetable for 2026 is not listed below, the timing of events and initiatives will be very similar since many events are scheduled the same week or day of the week each year. Exclusions include the T4 Summits, which must take school and consultant schedules into consideration, and tours, which are scheduled as requested. Advertising campaigns typically run the same time, but may be divided into three campaigns depending on the environment at that time.

January 2025	Commencement of Grant
January-May 2025	Collegiate Sponsorship Messaging
January 22-23, 2025	Devil's Lake T4 Summit
February 2023-March 2025	First Ad Flight (digital, social, newspaper, radio, billboards)
March 2025	Release of Economic Impact and Tax Studies
March 11-12, 2025	Bottineau T4 Summit
April 30-May 1, 2025	Watford City T4 Summit
May-September 2025	Teddy Roosevelt Show Sponsorship
June 16-19, 2025	Teacher Education Seminar, Bismarck
July 17, 2025	Bakken Rocks CookFest, Alexander
August 2025 to May 2026	Collegiate Sponsorship Messaging
September 24-25, 2025	Bowman T4 Summit
October 2025	Second Ad Flight (digital, social, newspaper, radio, billboards)
February 2026	Public Perception Survey

The Foundation will meet several times a year to plan these events and discuss additional means of education and outreach on behalf of the industry based on topics of importance.

We propose submitting interim reports in August and December 2024 and 2025.

### BUDGET

<b>Project Associated Expense</b>	<b>NDIC's Share</b>	<b>Applicant's Share (Cash)</b>	<b>Applicant's Share (In-Kind)</b>	<b>Other Project Sponsor's Share</b>
<b>Outreach<sup>3</sup></b>	\$17,435.00	\$17,435.00	\$5,945.00	\$96,350.00
<b>Education</b>				
ND Energy Education <sup>4</sup>	\$49,510.00	\$49,510.00	\$2,000.00	\$136,450.00
Teacher Seminar <sup>5</sup>	\$18,200.00	\$18,190.00	\$26,140.00	\$73,800.00
<b>Promotion, Marketing &amp; Measurement<sup>6</sup></b>				
Advertising	\$512,500.00	\$512,500.00		
Administration & Consulting	\$46,125.00	\$46,125.00	\$10,250.00	
Partnerships & Programs	\$153,750.00	\$153,750.00		
Publication, Printing & Web	\$2,050.00	\$2,050.00		
Economic Impact Study	\$22,550.00	\$22,550.00		
Statewide Oil Distribution Study	\$7,500.00	\$7,500.00		\$15,000.00
Public Perception Study	\$25,000.00	\$25,000.00		
New Initiatives	\$25,625.00	\$25,625.00		
<b>TOTAL</b>	<b>\$880,245.00</b>	<b>\$880,235.00</b>	<b>\$44,335.00</b>	<b>\$321,600.00</b>

<sup>3</sup>Includes the cost for the Bakken Rocks CookFest, and the associated Public Education Sessions. This includes the costs of tents, facilities, advertising, waste disposal, amenities, and other operating expenditures. In-Kind support is provided by industry participants who contribute time and resources to provide food for the event (calculated at about 3,000 people served x \$15 per serving). The value of their time, however, is too difficult and high to calculate.

<sup>4</sup> The ND Energy Education budget includes contractor fees, mileage, materials, rental fees, personnel. The Lignite Energy Council is a primary partner in the program and contributes funds to support its operation.

<sup>5</sup> The proposed budget for Teacher Seminar includes the cost of facility rental, buses, food and lodging for teachers, materials for hands-on activities, and lesson plans. In-kind includes the time of NDPC staff and other organizing partners (i.e. industry employees, speakers, etc.) that give time and resources to administer, organize, and support these events.

<sup>6</sup>Promotion, Marketing & Measurement includes message development and placement, economic, tax and public perception studies, and online and print publications of fact sheets and other materials. We have also included an Administration and Consulting line item for part time consultants who provide guidance and services related to the administration of programs and initiatives as well as in-kind staff salary to oversee the marketing and promotion efforts.

## CONFIDENTIAL INFORMATION

*Any information in the application that is entitled to confidentiality and which the applicant wants to be kept confidential should, if possible, be placed in an appendix to allow for administrative ease in protecting the information from public disclosure while allowing public access to the rest of the application. Such information must be clearly labeled as confidential and the applicant must explain why the information is entitled to confidentiality as described in North Dakota Century Code 54-17.6. Oil and gas well data that is a result of financial support of the Council shall be governed by North Dakota Century Code 38-08-04(6). **If there is no confidential information please note that below.***

The Foundation does not request any of the information related to this application be confidential.

## PATENTS/RIGHTS TO TECHNICAL DATA

*Any patents or rights that the applicant wishes to reserve must be identified in the application. **If this does not apply to your proposal, please note that below.***

The Foundation does not request to reserve any patent rights to technical data.

## STATUS OF ONGOING PROJECTS (IF ANY)

The North Dakota Petroleum Foundation has received funding from the Commission for the Education and Outreach Program, the current grant will end December 31, 2024.

TAX LIABILITY STATEMENT

I, Jeff Herman, certify that the North Dakota Petroleum Foundation does not have any outstanding tax liability owed to the State of North Dakota or any of its political subdivisions.



Jeff Herman

Treasurer, North Dakota Petroleum Foundation



Date