



January 22, 2025

Mr. Jordan Kannianen
North Dakota Industrial Commission
600 East Boulevard Avenue
Bismarck, ND 58505

Re: Grant Application Addendum for the North Dakota Petroleum Foundation's Outreach and Education Program

Dear Mr. Kannianen:

Enclosed is a requested addendum to the North Dakota Petroleum Council's grant application submitted in November of 2024. This program consists of education, outreach and promotion and marketing efforts consisting of specific components including Teachers Education Seminar, Bakken Rocks CookFests, and T4 Summits, among others. These programs and events have been very successful and have grown to become powerful tools for industry outreach.

The Petroleum Foundation, in partnership with the Lignite Energy Council and other energy interests, is continuing to expand our comprehensive all-of-the-above energy education through T4 Summits. The total amount requested in the November 1, 2024, application was \$880,245.00. We are requesting that an additional \$50,000 be added to our current grant request to help fund the increasing costs of the program. Further details of the position can be found in the attached addendum.

Please contact me if you have any questions or need additional information for the enclosed grant application.

Sincerely,

A handwritten signature in blue ink that reads "Eric Delzer". The signature is fluid and cursive, with the first name "Eric" and the last name "Delzer" clearly legible.

Eric Delzer

Enclosure

Applicant: North Dakota Petroleum Foundation
PO Box 7233, Bismarck, ND 58507
701-557-3972

Principal investigator: Eric Delzer, Regulatory Affairs Manager

Date of amendment: January 22, 2025

***North Dakota Petroleum Foundation
Outreach and Education Program***

Grant addendum requested from the

North Dakota Oil and Gas Research Council

Objective:

The North Dakota Petroleum Foundation (NDPF) is requesting an amendment to its grant application dated November 1, 2024, to help fund increasing costs of the program.

Background and Rationale for Additional Request:

Our T4 Summits have been around for many years now. We are excited to share that we are reaching new communities, many of which are outside of the Bakken region such as Carrington, East Grand Forks, and Devils Lake. We've also received a lot of interest in the program, and so far, three more locations have been added since the initial application was submitted in November of 2024, and we anticipate operational costs to continue to increase as the program garners more interest and continues to grow. With this growing interest and demand for T4 Summits to be brought to new and expanding communities, our costs to run the program continue to climb.

Therefore, we are submitting an addendum to the application, increasing the ND Energy Education NDIC share by \$50,000 for the 2025-2026 grant period. The NDPF will also match that \$50,000 to cover increasing costs in the next two years.

Expected Results:

The North Dakota Petroleum Foundation has made it a priority to expand its educational outreach to the entire state, not just the Bakken region. T4 Summits are a great way for us to bring our industry to children across the state with career exploration activities. This funding would help augment those efforts to continue expanding our reach.

Duration:

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

Total Project Cost:

The North Dakota Petroleum Foundation originally requested \$880,245.00 from the OGRC. With the addition of the increased T4 program expenses, the total budget for this grant period is \$2,226,415.00. The Foundation's revised request is \$930,245.00.

Participants:

The Foundation, Lignite Energy Council, and other key energy companies, organizations and interests will be partnering with the schools and communities interested in hosting T4 Summits. The Foundation will work with those participants and other organizations to develop and deploy T4 Summits that best suit North Dakota's energy industries education in those communities.

Timetable

The updated timetable for 2025-2026 is below. Three more events* have been added since our November 1, 2024, application was submitted. While the exact dates for 2026 are 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 at 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
March 27-28, 2025	East Grand Forks T4 Summit*
April 8-9, 2025	Minot 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
February 25-26, 2026	Bismarck T4 Summit*

Updated Budget:

	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Outreach¹	\$17,435.00	\$17,435.00	\$5,945.00	\$96,350.00
Education				
*ND Energy Education ²	* \$99,510.00	*\$99,510.00	\$2,000.00	\$136,450.00
Teacher Seminar ³	\$18,200.00	\$18,190.00	\$26,140.00	\$73,800.00
Promotion, Marketing & Measurement⁴				
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		
TOTAL	\$2,226,415.00	\$930,245.00	\$44,335.00	\$321,600

*Grant addendum request for \$50,000 with Foundation match (original request was \$49,510 with Foundation match)

¹Includes 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.

² 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.

³ 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.

⁴Promotion, 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.