

Representative Hodan Hassan, Chair
597 State Office Building
St. Paul, MN 55155

Dear Chair Hassan, Vice Chair Hanson, Lead Koznick and Committee Members,

On behalf of Explore Minnesota, I would like to thank you for the inclusion of historic funding for our office in HF3028. Though we have sought opportunities to innovate over the last 10 years, we were bound by a lack of new funding and have fallen behind our competitors. This increase to our base budget and onetime funding will launch us into a new era of growth and innovation.

Explore Minnesota will be better positioned to take on the challenge of standing out in a crowded travel market, show off the unique aspects of Minnesota that you must see to believe and tell more stories of the incredible people and places that make our state so great.

As you sprint to the finish line this session, I hope we can discuss opportunities to develop Explore Minnesota for Business. Currently, 24 states have dedicated funding to support the attraction of new talent while promoting their state's livability and economic opportunities. Meanwhile, our workforce remains stagnant. Marketing Minnesota as not only a great place to visit, but also a wonderful state to live, work, play and raise a family in will help to stabilize our workforce.

Explore Minnesota is poised to be a leader for tourists, workers and everyone in between. We have set big goals because it's time for us to be bold and stand out. With the funding you have included, and the addition of funding for Explore Minnesota for Business, we will make significant investments and attract a wider and more diverse audience to Minnesota.

Thank you for support and recognition of Explore Minnesota's impact on the state's economy and giving us room to grow.

Please do not hesitate to reach out to me or Explore Minnesota's Government Relations Coordinator, Lyndsey Hanson (lyndsey.hanson@state.mn.us / 612-274-0042) with questions.

Kind regards,



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