

Subject Explore Minnesota Tourism funding

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Summary

Appropriates money to Explore Minnesota Tourism from the general fund for:

- 1) increasing administrative capacity for brand strategy, communications, and industry relations (\$215,000 in fiscal year 2024 and the same in fiscal year 2025);
- 2) a tourism industry recovery grant program (\$10,000,000 in fiscal year 2024, onetime); and
- 3) a grant to Grand Portage Band for local tourism efforts (\$250,000 in fiscal year 2024, onetime).

Lays out procedures for the tourism industry recovery grant program and how organizations, Tribal governments, and communities can apply for funding for meetings, events, and marketing to accelerate the recovery of the local tourism economy.