

SENATE
STATE OF MINNESOTA
NINETY-FOURTH SESSION

S.F. No. 3177

(SENATE AUTHORS: MOHAMED)

DATE	D-PG	OFFICIAL STATUS
04/01/2025	1255	Introduction and first reading Referred to Jobs and Economic Development See First Special Session, SF17

1.1

A bill for an act

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relating to Explore Minnesota; modifying duties and missions; modifying

1.3

promotional authority contracts; amending Minnesota Statutes 2024, sections

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116U.05; 116U.06; 116U.15; 116U.30; 116U.35.

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BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

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Section 1. Minnesota Statutes 2024, section 116U.05, is amended to read:

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116U.05 EXPLORE MINNESOTA; ESTABLISHMENT.

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Explore Minnesota is an office in the executive branch with a director appointed by the

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governor. The director is under the supervision of the commissioner of employment and

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economic development and oversees Explore Minnesota Tourism ~~and~~, Explore Minnesota

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for Business, and Explore Minnesota Film divisions. The director serves in the unclassified

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service and must be qualified by experience and training in related fields.

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Sec. 2. Minnesota Statutes 2024, section 116U.06, is amended to read:

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116U.06 EXPLORE MINNESOTA TOURISM.

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~~Explore Minnesota Tourism is a division of Explore Minnesota and exists to support~~

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supports the growth of Minnesota's economy through promotion and facilitation of travel

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~~to and within the state of Minnesota~~ the management of the state's tourism, livability and

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economic opportunity, outdoor recreation, film, and other statewide promotion efforts as

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directed.

Sec. 3. Minnesota Statutes 2024, section 116U.15, is amended to read:

116U.15 MISSION.

(a) The mission of Explore Minnesota is to ~~promote and facilitate increased travel to and within the state of Minnesota, promote overall livability, and promote workforce and economic opportunity in Minnesota~~ support the growth of Minnesota's economy through the management of the state's tourism, livability and economic opportunity, outdoor recreation, film, and other statewide promotion efforts as directed. To further the mission of Explore Minnesota, the office is advised by various advisory councils ~~focused on tourism and talent attraction and business marketing.~~ Its goals are to:

(1) expand public and private partnerships through increased interagency efforts and increased tourism and business industry participation;

(2) increase productivity through enhanced flexibility and options; and

(3) use innovative fiscal and human resource practices to manage the state's resources and operate the office as efficiently as possible.

(b) The director shall report to the legislature on the performance of the office's operations and the accomplishment of its goals in the office's biennial budget according to section 16A.10, subdivision 1.

Sec. 4. Minnesota Statutes 2024, section 116U.30, is amended to read:

116U.30 DUTIES OF DIRECTOR.

(a) The director shall:

(1) publish, disseminate, and distribute informational and promotional materials;

(2) promote and encourage the coordination of Explore Minnesota ~~travel, tourism, overall livability, and workforce and economic opportunity~~ promotion efforts with other state agencies and develop multiagency marketing strategies when appropriate;

(3) promote and encourage the expansion and development of ~~international tourism, trade, and Minnesota livability~~ marketing programs that support the mission of the office;

(4) advertise and disseminate information about ~~Minnesota travel, tourism, and workforce and economic development opportunities~~ Explore Minnesota and its activities that support the mission of the office;

(5) ~~aid various~~ provide local communities a reasonable level of support to improve their ~~travel, tourism, and overall livability~~ marketing programs as they relate to the mission of the office;

(6) coordinate and implement comprehensive state ~~travel, tourism, workforce and economic development, and overall livability~~ mission-driven marketing programs that take into consideration public and private businesses and attractions;

(7) contract, in accordance with section 16C.08, for professional services if the work or services cannot be satisfactorily performed by employees of the agency or by any other state agency;

(8) provide local, regional, and statewide organizations with information, ~~technical assistance~~ educational opportunities, training, and advice on ~~using state tourism and livability information and promotional~~ programs related to the office's mission; and

(9) generally gather, compile, and make available statistical information relating to ~~Minnesota travel, tourism, workforce and economic development, overall livability, and related areas in this state~~ the office's mission. The director has the authority to call upon other state agencies for statistical data and results obtained by them and to arrange and compile that statistical information.

(b) The director may:

(1) apply for, receive, and spend money ~~for travel, tourism, workforce and economic development, and overall livability development and marketing,~~ as it relates to the mission of the office, from other agencies, organizations, and businesses;

(2) apply for, accept, and disburse grants and other aids for ~~tourism~~ development and marketing from the federal government and other sources;

(3) enter into joint powers or cooperative agreements with agencies of the federal government, local governmental units, regional development commissions, other state agencies, the University of Minnesota and other educational institutions, other states, Canadian provinces, and local, statewide, and regional organizations as necessary to perform the director's duties;

(4) enter into interagency agreements and agree to share net revenues with the contributing agencies;

(5) make grants;

(6) conduct market research and analysis to improve marketing techniques ~~in the area of travel, tourism, workforce and economic development, and overall livability;~~

(7) monitor and study trends in the related industries and provide resources and training to address change;

(8) annually convene conferences of Minnesota providers for the purposes of exchanging information on tourism development, coordinating marketing activities, and formulating ~~tourism, overall livability, and workforce and economic opportunity~~ mission-related promotion development strategies; and

(9) enter into promotion contracts or other agreements with private persons and public entities, including agreements to establish and maintain offices and other types of representation in foreign countries to promote international travel and to implement this chapter.

(c) Contracts for goods and ~~nonprofessional~~ services and professional technical services made under paragraph (b), clauses (3) and (9), are not subject to the provisions of sections 16C.03, subdivision 3, and 16C.06 concerning competitive bidding and section 16C.055 concerning barter arrangements. Professional technical service contracts that promote Minnesota as a tourism travel destination or a talent attraction may be negotiated and are not subject to the provisions of chapter 16C relating to competitive bidding.

Sec. 5. Minnesota Statutes 2024, section 116U.35, is amended to read:

116U.35 PROMOTIONAL EXPENSES.

To promote ~~travel, tourism, workforce and economic development, and overall livability of the state~~ programs that align with Explore Minnesota's mission, the director may expend money appropriated by the legislature for these purposes in the same manner as private persons, firms, corporations, and associations make expenditures for these purposes. Policies on promotional expenses must be approved by the commissioner of administration. A policy for expenditures on food, lodging, and travel must be approved by the commissioner of management and budget. No money may be expended for the appearance in radio or television broadcasts by an elected public official.