



S.F. No. 3177 – Explore Minnesota Policy

Author: Senator Zaynab Mohamed

Prepared by: Carlon Doyle Fontaine, Senate Counsel
(carlon.doyle.fontaine@mnsenate.gov)

Date: April 1, 2025

Section 1. [116U.05] **Explore Minnesota; Establishment.** Provides that Explore Minnesota Film is overseen by the director of Explore Minnesota.

Section 2. [116U.06] **Explore Minnesota Tourism.** Clarifies that Explore Minnesota Tourism is not a division of Explore Minnesota.

Section 3. [116U.15] **Mission of Explore Minnesota.** Expands the mission of Explore Minnesota to include support of the state's overall tourism, outdoor recreation, film, and other statewide promotion efforts in addition to promoting livability and economic opportunities in the state.

Section 4. [116U.30] **Duties of the director.** Modifies the responsibilities and makes conforming changes to the director's duties to align with the revised mission of Explore Minnesota.

Section 5. [116U.35] **Promotional expenses.** Specifies that the director may expend funds to promote programs that align with Explore Minnesota's mission.

