

**SENATE  
STATE OF MINNESOTA  
NINETIETH SESSION**

**S.F. No. 2312**

(SENATE AUTHORS: DIBBLE)

DATE  
04/06/2017

D-PG  
3142

Introduction and first reading

Referred to Environment and Natural Resources Finance

OFFICIAL STATUS

1.1 A bill for an act  
1.2 relating to tourism; appropriating money to Explore Minnesota Tourism; amending  
1.3 Laws 2015, First Special Session chapter 1, article 1, section 4, as amended.

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

1.5 Section 1. **EXPLORE MINNESOTA TOURISM APPROPRIATIONS.**

1.6 The sums shown in the columns marked "Appropriations" are appropriated to the agency  
1.7 and for the purposes specified in this act. The appropriations are from the general fund, or  
1.8 another named fund, and are available for the fiscal years indicated for each purpose. The  
1.9 figures "2018" and "2019" used in this act mean that the appropriations listed under them  
1.10 are available for the fiscal year ending June 30, 2018, or June 30, 2019, respectively. "The  
1.11 first year" is fiscal year 2018. "The second year" is fiscal year 2019. "The biennium" is  
1.12 fiscal years 2018 and 2019.

1.13		<b><u>APPROPRIATIONS</u></b>	
1.14		<b><u>Available for the Year</u></b>	
1.15		<b><u>Ending June 30</u></b>	
1.16		<b><u>2018</u></b>	<b><u>2019</u></b>

1.17	Sec. 2. <b><u>EXPLORE MINNESOTA TOURISM</u></b>	<b><u>\$</u></b>	<b><u>17,910,000</u></b>	<b><u>\$</u></b>	<b><u>14,360,000</u></b>
1.18	<u>To develop maximum private sector</u>				
1.19	<u>involvement in tourism, \$500,000 the first</u>				
1.20	<u>year and \$500,000 the second year must be</u>				
1.21	<u>matched by Explore Minnesota Tourism from</u>				
1.22	<u>nonstate sources. Each \$1 of state incentive</u>				

2.1 must be matched with \$6 of private sector  
 2.2 funding. Cash match is defined as revenue to  
 2.3 the state or documented cash expenditures  
 2.4 directly expended to support Explore  
 2.5 Minnesota Tourism programs. Up to one-half  
 2.6 of the private sector contribution may be  
 2.7 in-kind or soft match. The incentive in fiscal  
 2.8 year 2018 is based on fiscal year 2017 private  
 2.9 sector contributions. The incentive in fiscal  
 2.10 year 2019 is based on fiscal year 2018 private  
 2.11 sector contributions. This incentive is ongoing.

2.12 Funding for marketing grants is available  
 2.13 either year of the biennium. Unexpended grant  
 2.14 funds from the first year are available in the  
 2.15 second year.

2.16 \$600,000 the first year is for the major events  
 2.17 grant program. This appropriation is available  
 2.18 until June 30, 2021.

2.19 \$100,000 each year is for a grant to the  
 2.20 Northern Lights International Music Festival.

2.21 Sec. 3. Laws 2015, First Special Session chapter 1, article 1, section 4, as amended by  
 2.22 Laws 2016, chapter 189, article 7, section 43, is amended to read:

2.23 **Sec. 4. EXPLORE MINNESOTA TOURISM    \$        14,118,000    \$        14,248,000**

2.24 (a) To develop maximum private sector  
 2.25 involvement in tourism, \$500,000 in fiscal  
 2.26 year 2016 and \$500,000 in fiscal year 2017  
 2.27 must be matched by Explore Minnesota  
 2.28 Tourism from nonstate sources. Each \$1 of  
 2.29 state incentive must be matched with \$6 of  
 2.30 private sector funding. Cash match is defined  
 2.31 as revenue to the state or documented cash  
 2.32 expenditures directly expended to support  
 2.33 Explore Minnesota Tourism programs. Up to  
 2.34 one-half of the private sector contribution may

3.1 be in-kind or soft match. The incentive in  
3.2 fiscal year 2016 shall be based on fiscal year  
3.3 2015 private sector contributions. The  
3.4 incentive in fiscal year 2017 shall be based on  
3.5 fiscal year 2016 private sector contributions.  
3.6 This incentive is ongoing. Of this amount,  
3.7 \$100,000 is for a grant to the Northern Lights  
3.8 International Music festival.

3.9 (b) Funding for the marketing grants is  
3.10 available either year of the biennium.  
3.11 Unexpended ~~grant funds from the first year~~  
3.12 ~~are available in the second year up to \$250,000~~  
3.13 are available until June 30, 2019.

3.14 (c) \$30,000 in fiscal year 2016 is for Mille  
3.15 Lacs Lake tourism promotion. This is a  
3.16 onetime appropriation.

3.17 **EFFECTIVE DATE.** This section is effective retroactively from July 1, 2015.