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State of Minnesota

HOUSE OF REPRESENTATIVES

NINETY-SECOND SESSION

H. F. No. 4638

03/28/2022

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The bill was read for the first time and referred to the Committee on Workforce and Business Development Finance and Policy

1.1 A bill for an act
1.2 relating to economic development; appropriating money for a nationwide campaign
1.3 to attract and retain workers in the state; requiring a report.

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

1.5 Section 1. APPROPRIATION; MINNESOTA STRONG CAMPAIGN.

1.6 \$15,200,000 in fiscal year 2023 is appropriated from the general fund to the commissioner
1.7 of employment and economic development for a nationwide Minnesota Strong campaign.
1.8 The campaign must focus on attracting new workers to the state, encouraging recent graduates
1.9 to remain in the state after graduating, attracting and retaining new small businesses and
1.10 growing businesses, attracting and promoting workers from communities of color to the
1.11 state, and attracting and retaining entrepreneurs. The commissioner of employment and
1.12 economic development shall contract with an organization with experience leading brand
1.13 management campaigns. Deliverables must include but not be limited to focus groups,
1.14 content creation, video production, advertisements, and social media. This is a onetime
1.15 appropriation and is available until June 30, 2024. By January 15, 2025, the commissioner
1.16 of employment and economic development shall report to the legislative committees with
1.17 jurisdiction over economic development on the results of the campaign.