

H. F. No. **1743**

- 2.1 (1) in a county with no more than 60,000 residents based on the most recent United
2.2 States Census data; and
- 2.3 (2) currently participating in collaborative regional marketing efforts to attract new
2.4 business, workers, and residents to the community using enhanced digital content and active
2.5 social media outreach.
- 2.6 (c) A community's grant application must also include:
- 2.7 (1) a description of the activities that will be funded by the grant;
2.8 (2) an estimate of the cost of each grant activity;
2.9 (3) a list of any vendors the community is considering contracting with to conduct
2.10 specific activities;
- 2.11 (4) the total cost of the project;
2.12 (5) the sources and amounts of matching funds supplementing the grant; and
2.13 (6) any additional information requested by the commissioner.
- 2.14 (d) Grant funds may be used by a community for the following purposes:
- 2.15 (1) operating costs, including but not limited to staff, office space, computers, software,
2.16 travel, and Web development and maintenance services;
- 2.17 (2) organization of local support and training and mobilization of online community
2.18 ambassadors;
- 2.19 (3) construction and maintenance of social media infrastructure; and
2.20 (4) Web development and maintenance including service contracts with vendors.
- 2.21 Subd. 4. **Web development; vendors.** (a) A community may contract with a vendor for
2.22 Web development and maintenance services funded by a grant under subdivision 3 only if
2.23 the vendor has:
- 2.24 (1) at least three years' prior economic development related marketing and Web
2.25 construction management experience;
- 2.26 (2) a minimum of six current economic development clients; and
2.27 (3) demonstrated success in improving the online profile of local governments.
- 2.28 (b) Except in counties on the borders of the state, preference must be given to
2.29 Minnesota-based contractors.

3.1 (c) Any final Web solution must be integrated with the Minnesota LocationOne
3.2 Information System or its successor.

3.3 Subd. 5. **Limitation.** Any grant award under subdivision 3 must be matched with nonstate
3.4 funds at a level of 25 percent of the grant amount.

3.5 Subd. 6. **Reports to legislature.** (a) By January 1, 2018, grant recipient communities
3.6 must each submit a written report to the commissioner on the use of grant funds, including:

3.7 (1) Web site creation and Web interactions;

3.8 (2) the number of contacts made through social media with businesses, local economic
3.9 developers, and other relevant parties; and

3.10 (3) the type and quality of social media actions implemented using grant funds.

3.11 (b) By February 15, 2018, the commissioner must submit a written report on the
3.12 information reported under paragraph (a) to the chairs and ranking minority members of
3.13 the legislative committees having jurisdiction over economic development.

3.14 **EFFECTIVE DATE.** This section is effective the day following final enactment.

3.15 Sec. 2. **APPROPRIATION.**

3.16 \$5,000,000 in fiscal year 2018 is appropriated from the general fund to the commissioner
3.17 of employment and economic development for the greater Minnesota workforce opportunity
3.18 grant pilot program established under Minnesota Statutes, section 116J.8756. This is a
3.19 onetime appropriation and is available until June 30, 2020.

3.20 **EFFECTIVE DATE.** This section is effective the day following final enactment.