REVISOR

## State of Minnesota

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## HOUSE OF REPRESENTATIVES NINETIETH SESSION H. F. No. 1743

02/27/2017 Authored by Backer, Kiel, Marquart, Gunther and Fabian The bill was read for the first time and referred to the Committee on Job Growth and Energy Affordability Policy and Finance

| 1.1               | A bill for an act   |
|-------------------|---|
| 1.2<br>1.3<br>1.4 | relating to economic development; establishing a greater Minnesota workforce opportunity grant pilot program; requiring reports; appropriating money; proposing coding for new law in Minnesota Statutes, chapter 116J. |
| 1.5               | BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:   |
| 1.6               | Section 1. [116J.8756] GREATER MINNESOTA WORKFORCE OPPORTUNITY  |
| 1.7               | GRANT PILOT PROGRAM.  |
| 1.8               | Subdivision 1. Establishment. The commissioner of employment and economic   |
| 1.9               | development shall establish a greater Minnesota workforce opportunity grant pilot program   |
| 1.10              | to award grants to community economic development initiatives in greater Minnesota  |
| 1.11              | designed to attract new business, workers, and residents by marketing regional assets through   |
| 1.12              | enhanced digital content.   |
| 1.13              | Subd. 2. Definitions. (a) For the purposes of this section, the following terms have the  |
| 1.14              | meanings given.   |
| 1.15              | (b) "Commissioner" means the commissioner of employment and economic development.   |
| 1.16              | (c) "Community" means a county; two or more cities or towns working jointly; or a tribe   |
| 1.17              | working jointly with at least one county, city, or town.  |
| 1.18              | Subd. 3. Grants to communities. (a) The commissioner must award grants to   |
| 1.19              | communities through a competitive grant process.  |
| 1.20              | (b) To receive grant funds, a community must submit a written application to the  |
| 1.21              | commissioner, using a form developed by the commissioner, demonstrating that the  |
| 1.22              | community is:   |

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| 2.1  | (1) in a county with no more than 60       | ),000 residents based o       | n the most recent l   | United     |
| 2.2  | States Census data; and                    |                               |                       |            |
| 2.3  | (2) currently participating in collabo     | rative regional market        | ing efforts to attrac | t new      |
| 2.4  | business, workers, and residents to the co | ommunity using enhance        | ed digital content a  | 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   | t will be funded by the       | grant;                |            |
| 2.8  | (2) an estimate of the cost of each g      | cant activity;                |                       |            |
| 2.9  | (3) a list of any vendors the commu        | nity is considering cont      | racting with to cor   | nduct      |
| 2.10 | specific activities;                       |                               |                       |            |
| 2.11 | (4) the total cost of the project;         |                               |                       |            |
| 2.12 | (5) the sources and amounts of mate        | hing funds supplement         | ing the grant; and    |            |
| 2.13 | (6) any additional information reque       | ested by the commissio        | ner.                  |            |
| 2.14 | (d) Grant funds may be used by a co        | ommunity for the follow       | ving purposes:        |            |
| 2.15 | (1) operating costs, including but not     | t limited to staff, office    | space, computers,     | software,  |
| 2.16 | travel, and Web development and maint      | enance services;              |                       |            |
| 2.17 | (2) organization of local support and      | l training and mobiliza       | tion of online com    | munity     |
| 2.18 | ambassadors;                               |                               |                       |            |
| 2.19 | (3) construction and maintenance of        | social media infrastruc       | cture; and            |            |
| 2.20 | (4) Web development and maintenant         | nce including service c       | ontracts with vende   | ors.       |
| 2.21 | Subd. 4. Web development; vendor           | <b>·s.</b> (a) A community ma | ay contract with a v  | endor for  |
| 2.22 | Web development and maintenance serv       | vices funded by a grant       | under subdivision     | 3 only if  |
| 2.23 | the vendor has:                            |                               |                       |            |
| 2.24 | (1) at least three years' prior econom     | nic development related       | I marketing and W     | eb         |
| 2.25 | construction management experience;        |                               |                       |            |
| 2.26 | (2) a minimum of six current econor        | nic development client        | s; and                |            |
| 2.27 | (3) demonstrated success in improvi        | ng the online profile of      | f local government    | <u></u>    |
| 2.28 | (b) Except in counties on the border       | s of the state, preference    | e must be given to    | <u>)</u>   |
| 2.29 | Minnesota-based contractors.               |                               |                       |            |

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| 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 | 14 <b>EFFECTIVE DATE.</b> This section is effective the day following final enactment.      |  |                          |             |  |  |  |
| 3.15 | .15 Sec. 2. <u>APPROPRIATION.</u>   |  |                          |             |  |  |  |
| 3.16 | \$5,000,000 in fiscal year 2018 is ap   | opropriated from the   | e general fund to the co | ommissioner |  |  |  |
| 3.17 | of employment and economic develop  | 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.                                 |  |                          |             |  |  |  |
|      |   |  | 0.11 . 0. 1              |             |  |  |  |

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