

116U.15 MISSION.

(a) The mission of Explore Minnesota is to promote and facilitate increased travel to and within the state of Minnesota, promote overall livability, and promote workforce and economic opportunity in Minnesota. To further the mission of Explore Minnesota, the office is advised by councils focused on tourism and talent attraction and business marketing. Its goals are to:

- (1) expand public and private partnerships through increased interagency efforts and increased tourism and business industry participation;
- (2) increase productivity through enhanced flexibility and options; and
- (3) use innovative fiscal and human resource practices to manage the state's resources and operate the office as efficiently as possible.

(b) The director shall report to the legislature on the performance of the office's operations and the accomplishment of its goals in the office's biennial budget according to section 16A.10, subdivision 1.

History: 2004 c 171 s 7; 2023 c 53 art 16 s 5