116U.15 MISSION.

(a) The mission of Explore Minnesota is to support the growth of Minnesota's economy through the management of the state's tourism, livability and economic opportunity, outdoor recreation, film, and other statewide promotion efforts as directed. To further the mission of Explore Minnesota, the office is advised by various advisory councils. 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; 1Sp2025 c 6 art 4 s 21*