

**116U.30 DUTIES OF DIRECTOR.**

(a) The director shall:

- (1) publish, disseminate, and distribute informational and promotional materials;
- (2) promote and encourage the coordination of Explore Minnesota promotion efforts with other state agencies and develop multiagency marketing strategies when appropriate;
- (3) promote and encourage the expansion and development of programs that support the mission of the office;
- (4) advertise and disseminate information about Explore Minnesota and its activities that support the mission of the office;
- (5) provide local communities a reasonable level of support to improve their marketing programs as they relate to the mission of the office;
- (6) coordinate and implement comprehensive state mission-driven marketing programs that take into consideration public and private businesses and attractions;
- (7) contract, in accordance with section 16C.08, for professional services if the work or services cannot be satisfactorily performed by employees of the agency or by any other state agency;
- (8) provide local, regional, and statewide organizations with information, educational opportunities, training, and advice on promotional programs related to the office's mission; and
- (9) generally gather, compile, and make available statistical information relating to the office's mission. The director has the authority to call upon other state agencies for statistical data and results obtained by them and to arrange and compile that statistical information.

(b) The director may:

- (1) apply for, receive, and spend money, as it relates to the mission of the office, from other agencies, organizations, and businesses;
- (2) apply for, accept, and disburse grants and other aids for development and marketing from the federal government and other sources;
- (3) enter into joint powers or cooperative agreements with agencies of the federal government, local governmental units, regional development commissions, other state agencies, the University of Minnesota and other educational institutions, other states, Canadian provinces, and local, statewide, and regional organizations as necessary to perform the director's duties;
- (4) enter into interagency agreements and agree to share net revenues with the contributing agencies;
- (5) make grants;
- (6) conduct market research and analysis to improve marketing techniques;
- (7) monitor and study trends in the related industries and provide resources and training to address change;

(8) annually convene conferences of Minnesota providers for the purposes of exchanging information on tourism development, coordinating marketing activities, and formulating mission-related promotion development strategies; and

(9) enter into promotion contracts or other agreements with private persons and public entities, including agreements to establish and maintain offices and other types of representation in foreign countries to promote international travel and to implement this chapter.

(c) Contracts for goods and services and professional technical services made under paragraph (b), clauses (3) and (9), are not subject to the provisions of sections 16C.03, subdivision 3, and 16C.06 concerning competitive bidding and section 16C.055 concerning barter arrangements. Professional technical service contracts that promote Minnesota as a tourism travel destination or a talent attraction may be negotiated and are not subject to the provisions of chapter 16C relating to competitive bidding.

**History:** 2004 c 171 s 10; 2023 c 53 art 16 s 9; 1Sp2025 c 6 art 4 s 22