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State of Minnesota  
**HOUSE OF REPRESENTATIVES**

EIGHTY-EIGHTH SESSION

**H. F. No. 3183**

03/19/2014 Authored by Radinovich; Persell; Ward, J.E.; Urdahl; McNamara and others

The bill was read for the first time and referred to the Committee on Commerce and Consumer Protection Finance and Policy

03/28/2014 Adoption of Report: Amended and re-referred to the Committee on Ways and Means

1.1 A bill for an act  
1.2 relating to tourism; transferring money for a grant to the Mille Lacs Tourism  
1.3 Council; amending Laws 2013, chapter 85, article 1, section 5.

1.4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.5 Section 1. Laws 2013, chapter 85, article 1, section 5, is amended to read:

1.6 **Sec. 5. EXPLORE MINNESOTA TOURISM \$ 13,988,000 \$ 13,988,000**

1.7 (a) To develop maximum private sector  
1.8 involvement in tourism, \$500,000 in fiscal  
1.9 year 2014 and \$500,000 in fiscal year 2015  
1.10 must be matched by Explore Minnesota  
1.11 Tourism from nonstate sources. Each \$1 of  
1.12 state incentive must be matched with \$6 of  
1.13 private sector funding. Cash match is defined  
1.14 as revenue to the state or documented cash  
1.15 expenditures directly expended to support  
1.16 Explore Minnesota Tourism programs. Up  
1.17 to one-half of the private sector contribution  
1.18 may be in-kind or soft match. The incentive  
1.19 in fiscal year 2014 shall be based on fiscal  
1.20 year 2013 private sector contributions. The  
1.21 incentive in fiscal year 2015 shall be based on  
1.22 fiscal year 2014 private sector contributions.  
1.23 This incentive is ongoing.

- 2.1 Funding for the marketing grants is available  
2.2 either year of the biennium. Unexpended  
2.3 grant funds from the first year are available  
2.4 in the second year.
- 2.5 (b) \$100,000 of the second year appropriation  
2.6 is for a grant to the Mille Lacs Tourism  
2.7 Council to enhance marketing activities  
2.8 related to tourism promotion in the Mille  
2.9 Lacs Lake area.
- 2.10 (c) \$100,000 of the second year appropriation  
2.11 is for additional marketing activities.