

2023 Tourism Marketing Grant Frequently Asked Questions

Q: What constitutes a fully reconciled grant?

A: A fully reconciled grant is one in which: the grantee has submitted all of the necessary documentation required for reimbursement; documents are approved, and payment has been determined; and regional representative has notified grantee that their current grant is now satisfied/closed. Notification will be made to via email to the primary contact listed on grant reconciliation materials. Please contact your regional representative at any time if you have questions about grant status.

Q: When will the 2023 Tourism Marketing Grant Application be available to start filling out?

A: The 2023 Tourism Marketing Grant Application will be posted to the Explore Minnesota Tourism Industry site by Nov. 28, 2022.

Q: Can I apply as a single entity in multiple award categories?

A: No. Eligible organizations may apply for ONE AWARD in each of the following categories:
1) as a single organization/entity and/or
2) as part of a collaborative (5 or more organizations)

Q: Are campaigns/projects occurring after June 30 eligible?

A: No. Requirements of the grant contract must be fully completed by June 30, 2023, to be eligible for reimbursement under this program.

Q: Is a PDF suitable for digital accessibility?

A: No. To be eligible, printed fulfillment pieces MUST also be produced in a digitally accessible format which allows for electronic screen readers - software programs that read aloud most text on the screen of a computer or mobile device.

At a high-level, accessible PDFs include the following:

- WCAG AA conformant text sizing and color contrast for text
- Document structure tags (bookmarks, etc.)
- Logical reading order
- Navigational aids (links, headings, and so on)
- Alternative text descriptions
- Appropriate title tags
- Document language indication

Here is a cheat sheet from Adobe to help: <https://helpx.adobe.com/acrobat/using/create-verify-pdf-accessibility.html>

Q: Does Explore Minnesota have samples of vendors who produce digitally accessible materials?

A: The State Office of Accessibility offers tips and resources to help make your content and your organization more accessible. <https://mn.gov/mnit/about-mnit/accessibility/>

Q: Can we apply to market several events in one application?

A: Yes. Please choose the appropriate award level that best fits with your events marketing (in or out of state).

Q: Do you foresee grant funding available after June 30, 2023?

A: Unknown until Explore Minnesota receives a new budget for Fiscal Year 2024 on or by July 1, 2023.

Q: How much can be requested if an ad campaign is targeted both in state and out of state?

A: Award categories for in-state or out-of-state marketing are outlined specifically in the grant guidelines. For example: In-state general consumer marketing can qualify for up to \$5,000. Anything that you choose to advertise out-of-state in this category will NOT qualify for reimbursement under your grant. Exclusively out-of-state general consumer marketing can qualify for up to \$10,000.

Q: If I have an event taking place in July, may I promote it under this grant?

A: Yes. As long as the campaign and all expenses you're requesting reimbursement for take place during your grant contract period.

Q: I am having trouble getting signed up for SWIFT, where can I go for help?

A: The State of Minnesota accounting and procurement system is called **State Wide Integrated Financial Tools (SWIFT)**. Every individual and organization doing business with the state is considered a vendor. In order to view invoices or payments through the Supplier Portal, vendors must be registered with the State of Minnesota. If you are a new or prospective vendor, please navigate to the Supplier Portal [Vendor Registration link](#) to register as a vendor. Existing vendors can request a User ID to login to the Supplier Portal by clicking the [Create a New User ID link](#). When a vendor registration is approved or the new User ID is approved, a confirmation is sent to the email address entered during the registration/creation process.

Q: Do we have to have the EMT 2022 Marketing Grant reconciled by Dec. 1?

A: No. 2022 Marketing Grants must be reconciled no later than Feb. 15, 2023. However, if you would like to make an application to apply for the 2023 Tourism Marketing Grant Program on Dec. 1, you must have all outstanding or current grants reconciled to apply for future grants.

Q: What is the total amount of funds in the grant program? Jan- June 2023.

A: \$500,000

Q: Would a photo/video shoot to capture assets with diverse populations qualify for the \$20k level?

A: Yes. Please note that the production of photo and video assets must be shared with Explore Minnesota and licensed for our use. Please refer to the 2023 Marketing Grant Guidelines for the full list of requirements for creating photo and video assets.

Q: Will the grant cover trade show expenses if the show occurs outside of my contracted grant period?

A: See the grant guidelines for what trade show expenses are eligible. Eligible trade show expenses that occur during the contracted grant period (i.e. booth space that needs to be secured and paid in advance) can be submitted for reimbursement even if the show occurs outside of the contracted grant period.