

## Explore Minnesota Film

Explore Minnesota Film was established in 2024 as the state's film office, replacing MN Film & TV, the nonprofit that served that function for 40+ years. We administer Minnesota's Film Production Tax Credit Program; promote Minnesota as a filming location, including promotion of the Tax Credit Program and the state's locations, crew, talent and production infrastructure; and provide databases of crew, vendors and filming locations throughout Minnesota.

The film industry presents a great economic opportunity to further promote Minnesota as the best place to visit, live, work and do business. Supporting Explore Minnesota Film helps ensure:

- 1. Local Economic Impact:** Film productions spend heavily in local communities, from hiring local talent to renting equipment, booking hotels, and purchasing materials. This spending generates economic activity and creates Minnesota jobs beyond just film crew.
- 2. Diverse, Local Employment Opportunities:** The film industry requires a wide range of skills, from writers, directors and actors to set designers, sound engineers and camera operators. It also supports adjacent industries such as catering, transportation, and lodging for cast and crew. Additionally, Minnesota's Film Production Tax Credit Program attracts production to the state, encouraging filmmakers to hire local talent and crew, creating direct job opportunities.
- 3. Local Infrastructure Development:** The growth of the film industry stimulates private investment and the development of supporting infrastructure, such as production facilities, studios and post-production houses, which further contribute to job creation and Minnesota's local economies.
- 4. Local Tourism Impact:** Film productions that showcase Minnesota's unique landscapes and cities boost tourism, leading to additional jobs in hospitality, recreation and related sectors.





**m** MINNESOTA  
OUTDOOR RECREATION  
INDUSTRY PARTNERSHIP

## Outdoor Recreation Industry Partnership

Established in 2023 the Outdoor Recreation Industry Partnership (ORIP) is a collaboration between Explore Minnesota, the Department of Natural Resources, the Department of Employment and Economic Development and Iron Range Resources and Rehabilitation. ORIP's goal is to support the growth of a diverse and sustainable outdoor recreation industry and economy for the benefit of all Minnesotans.

Supporting Minnesota's outdoor recreation industry helps grow economic opportunity for the state by providing:

1. **Local Economic Impact:** New federal data released by the Bureau of Economic Analysis (BEA) shows that the outdoor recreation economy generated \$13.5 billion in GDP for the state in 2023. Outdoor enthusiasts contribute to the economy by spending on gear, permits, lodging, dining and other services. This spending generates jobs in recreation as well as adjacent sectors like tourism, retail and food services.
2. **Diverse, Local Employment Opportunities:** Outdoor recreation supports various jobs across industries, including manufacturing outdoor equipment, guiding tours, operating recreational facilities, and related services such as retail, hospitality and transportation. Minnesota's outdoor recreation industry currently supports 96,000 jobs, and the average salary compensation was more than \$61,000 in 2023, illustrating the sector's ability to create quality work across both rural and urban communities.
3. **Local Business Growth:** The industry fosters entrepreneurial opportunities, from small businesses offering guided tours to large manufacturers and retailers of outdoor equipment. These enterprises create jobs in design, production and customer service.
4. **Local Tourism Impact:** The outdoor recreation industry draws visitors to Minnesota, creating additional jobs in tourism-related sectors such as accommodations, transportation and dining.

