



2023 TOURISM MARKETING GRANT PROGRAM APPLICATION FOR FUNDING

**ALL CURRENT GRANTS WITH
EXPLORE MINNESOTA MUST BE
FULLY RECONCILED BEFORE
APPLICATION WILL BE REVIEWED.**

**Applications will be accepted
beginning Dec. 1, 2022, at 9 a.m.**

Completed applications must be submitted to: EMTgrant@state.mn.us and will be accepted through **March 31, 2023, at 4 p.m.** or until all funds have been awarded.

Incomplete applications will be rejected and returned to applicant to correct and resubmit.

More information regarding the **2023 Tourism Marketing Grant Program** can be found at: exploreminnesota.com/grants.

CONTACT INFORMATION

Organization Name:

Street Address:

City: State: Zip:

Contact: Title:

Email: Phone:

Organization Website:

(Web address where the linked Explore Minnesota logo will be placed.)

State of MN Vendor/Supplier ID #:

If you do not know your state-issued vendor/supplier ID, contact Vendor Resources before submitting your application.

Our organization is set up to receive funds from the State of Minnesota via ACH/EFT direct deposit.

Vendor Resources	Website or email address	Phone
mn.gov/mmb/accounting/swift/vendor-resources/		
Electronic Funds Helpline	efthelpline.mmb@state.mn.us	651-201-8106
Vendor Assistance	vendor.mmbfax@state.mn.us	651-201-8100

ELIGIBLE ORGANIZATIONS

Select your organization:

A Destination Marketing Organization (DMO), CVB, chamber of commerce or resort association.

Tribal Government.

Statewide association, whose primary purpose is to market their niche for tourism purposes.

Collaborative initiative consisting of five or more primary tourism marketing organizations.

Organizations participating in the collaborative initiative:

GRANT FUNDING LIMITS

Organizations are not required to request the maximum award provided below. Definitions on award levels can be found in the **2023 Tourism Marketing Grant Program Guidelines**.

Check One:

Award Category

Exclusively in-state targeted general consumer marketing.

Award Amount

up to \$5,000

Exclusively out-of-state targeted general consumer marketing.

up to \$10,000

Events marketing; meetings, conventions, sports & groups marketing; diversity & inclusion and/or accessibility initiatives and/or marketing (in-state or out-of-state).

up to \$20,000

FUNDS REQUESTED

= total grant award amount being requested.

CERTIFICATION

I, _____ (*person completing application*), am authorized to request **2023 Tourism Marketing Grant Program** funding on behalf of _____ (*organization name*).

By checking all boxes and signing below, I certify:

The organization I represent is an eligible entity under the [2023 Tourism Marketing Grant Program](#).

By accepting this grant award, I am obligating State funding which cannot be used for any other purpose.

The organization above accepts all responsibilities as outlined in the **2023 Tourism Marketing Grant Program Guidelines** and are not contingent by my continued employment with the organization.

A progress report with the status of grant funding expenditures, project planning and a reconciliation status will be submitted **on or before March 31, 2023**.

If grant dollars are canceled or unused **on or after March 31, 2023**, the organization is subject to reductions in future grant programs as outlined in the [2023 Tourism Marketing Grant Program Guidelines](#).

State grant funds will be utilized in accordance with the **2023 Tourism Marketing Grant Program Guidelines** with all grant projects completed **on or before June 30, 2023**.

Reconciliation packets will be completed and submitted electronically for reimbursement **on or before Aug. 15, 2023**.

The Project Summary Worksheet and Project Budget Worksheet have been completed for this grant funding request.

Authorized Signature: _____
(A typed or script font cannot be used in place of a wet or uploaded image signature.)

Date: _____

Explore Minnesota OFFICE USE ONLY

Industry Relations: _____

Date: _____

Senior Manager: _____

Date: _____

Supplier Contract #: _____ PO #: _____

PROJECT SUMMARY WORKSHEET

Please provide a brief description of the tourism project(s) you intend to use grant funding toward:

Project Start Date:

(Indicate approximate placement, run, or event date as to when the project will begin.)

Project End Date:

(Indicate approximate completion date.)

Describe the project(s) target audience(s) or demographics:

List the project(s) geographical target markets:

How will this grant support tourism in your community?

How will you measure success?

PROJECT BUDGET WORKSHEET

Please estimate your organization's anticipated expenses as they relate to the project(s) outlined on the Project Summary Worksheet (page 3). Eligible tactics are also referenced in the [2023 Tourism Marketing Grant Program Guidelines](#).

Estimated Project(s) Expenses:

Print advertising

Digital advertising

Television and video advertising

Out-of-home and billboard advertising

Media production, ad creation, graphic design services

Paid social media advertising

Google AdWords and search engine marketing

Website development and enhancement

Direct mail campaigns, production, printing; mailing

Radio and audio streaming advertising

Production of photo and video assets

Fulfillment pieces such as visitor guides, maps, and brochures

Social media management

Public relations services provided by a vendor

Trade shows

Diversity and/or accessibility initiatives

EXPENSES TOTAL

EXPENSES TOTAL must reflect GRANT FUNDING TOTAL and your ORGANIZATIONAL MATCH.