

2025 Tourism Recovery Grant Program FAQ's

Q: Who is eligible?

A: Destination Marketing Organizations (DMOs)

- Legally organized, nonprofit (501c6 or 501c3) Minnesota organizations whose primary purpose is to market their community or area for tourism or has been appointed this authority by the area(s) they represent. Examples of eligible organizations include, but are not limited to, convention and visitor bureaus, chambers of commerce and resort associations.
- Statewide Tourism Associations (Associations whose primary purpose is to market tourism on behalf of their members).
- Collaborative Initiatives (Groups consisting of three (3) or more primary destination marketing organizations, as defined above).

Q: If our destination marketing is part of the city, are we eligible to apply for a grant?

A: No, DMOs must be a non-profit 501c6 or 501c3 organization.

Q: Can I apply for a grant for my organization and a group grant?

A: Yes. You may apply for one individual grant and be part of one collaborative initiative grant of three or more primary tourism organizations.

Q: Can I apply for this 2025 recovery grant if I still have an open 2024 marketing grant (the round that ends June 30)?

A: Yes. This is a new recovery grant program and does not require you to reconcile your 2024 marketing grant program prior to applying.

Q: We have not applied for an Explore Minnesota grant for several years; how can we find out what our Swift number is?

A: For help regarding Supplier Portal Registrations, User ID Requests, Password Resets, EFT Forms & Bank Change Requests, Supplier Portal Navigation, Supplier Updates (i.e., banking, addresses, contacts, etc.), and Payment Review., Contact Minnesota Management & Budget – EFT Helpline, efthelpline.mmb@state.mn.us Phone: 651-201-8106 Fax: 651-797-1305

Q: How is the budget of a collaborative determined?

A: Collaborative Initiatives

- Groups consisting of three (3) or more primary destination marketing organizations, as defined above.
- Grant award level will be based on the collaborative initiative budget, NOT the fiscal agent's budget.

Q: Do you have to provide a detailed marketing plan in the application?

A: Page 3 and 4 of the grant application include a project summary worksheet and project budget worksheet; please answer all of the questions and provide as many details as you can at the time of application.

Q: If video creation is acceptable, does the video need to run?

A: No. Media production/production of photo and video assets is an eligible service as long as it is contracted through a third-party vendor (the grant does not cover staff time if you create your own video). Be sure to read the guidelines under media production as there are usage rights requirements. Running a video distribution campaign is also eligible under TV/video advertising, but the two can be done separately.

Q: Will there be just one reimbursement from Explore Minnesota? So, if we have multiple campaigns, do we wait to submit reconciliation until all are completed?

A: Yes. Please enter all projects/campaigns on one reimbursement form and submit all reconciliation materials at one time.