



Tribal Nations Tourism Grant

Program Overview 12-19-2023



ABOUT EXPLORE MINNESOTA

MISSION

We support Minnesota's economy and promote sustainable travel by welcoming all to experience our diverse cultures and destinations through innovative marketing, industry partnerships and unique storytelling.

VISION

To be a top 10 destination for extraordinary travel in all four seasons

POSITION

We lead Minnesota's travel industry by collaborating with partners and stakeholders to market our state for the economic benefit of all Minnesotans.



Explore Minnesota's Strategic Goals

Grow Minnesota's Visitor Economy

Create a Welcoming Experience for All Visitors

Maximize Partner and Stakeholder Leadership & Collaboration

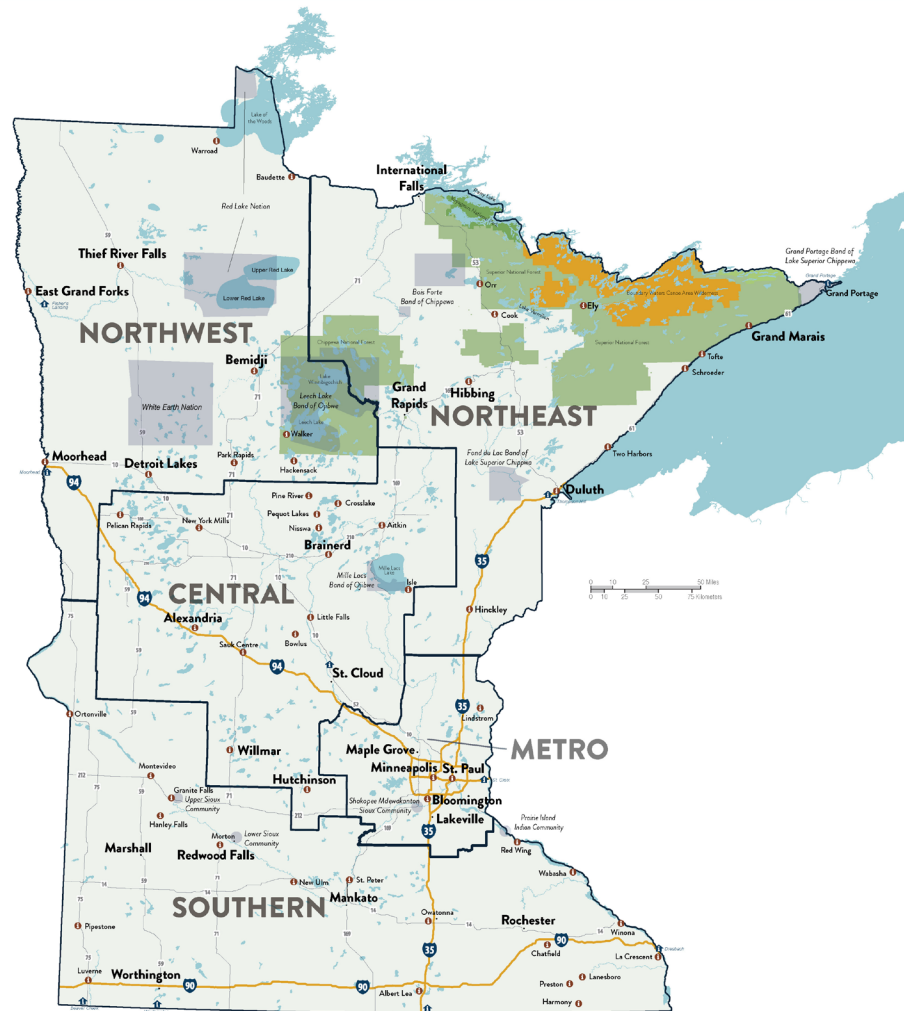
Foster Destination Stewardship

Ensure Organizational Excellence



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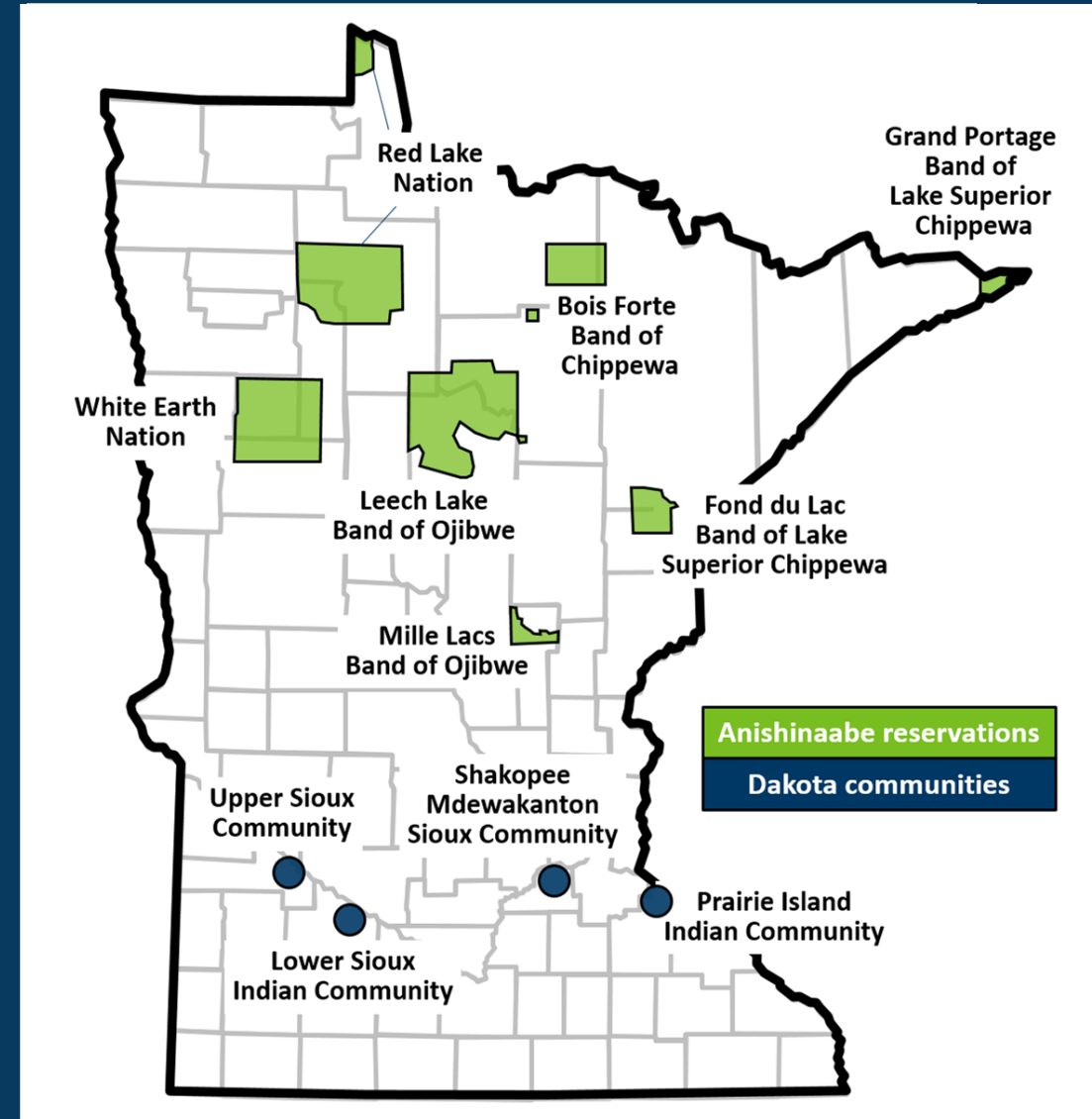
How Did We Get Here?

- Tribal Nations Outreach
- 2023 Legislative Session
- Explore Minnesota's Strategic Plan
- Welcoming Experience for All Visitors



Tribal Nations Outreach

- 1:1 Conversations
- Grant Program
- AIANTA Partnership
- ExploreMinnesota.com
- Tribal Liaison





Tribal Nations Tourism Grant

The intention of the grant program is to support development and promotion as it pertains to forming or expanding sustainable tourism assets, culture, heritage, arts, agritourism and outdoor recreation for the economic benefit of the 11 federally recognized Tribal Nations and their communities.

TRIBAL NATIONS

Tourism Grant Program Guidelines



FY2024-2025

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MINNESOTA

Tribal Nations Tourism Grant

- Open to each of the 11 federally-recognized Tribal Nations in Minnesota
- Non-competitive grant application process
- The program is funded at \$1,999,800 for FY2024-2025
- Each Tribal Nation may request an amount up to \$181,800
- There are no matching funds required



Important Dates

- Monday, December 18, 2023, at 9:00 a.m.
 - Open Solicitation begins
- Friday, May 31, 2024, at 4:00 p.m.
 - Solicitation closes
- Tuesday, June 30, 2026
 - Projects must be completed
- Tuesday, August 25, 2026
 - Reconciliation and reimbursement submission deadline

Eligible Costs

Examples of eligible costs include, but are not limited to:

- Tourism Initiatives
 - Research, market and feasibility studies, economic impact studies
 - Equipment purchases, improvements or repairs
 - Elder Honorariums for cultural tourism development
 - Training programs for staff
 - Educational courses or certifications in tourism and leisure and hospitality
 - Community conversations defining tourism for the Tribal Nation



Eligible Costs, continued

Examples of eligible costs include, but are not limited to:

- Tourism Marketing
 - General consumer marketing
 - Travel Trade, Meetings & Conventions and Sports
 - Marketing public events
 - Diversity, Equity, Accessibility and Inclusion marketing & programming



Eligible Costs, continued

Examples of eligible costs include, but are not limited to:

- Tourism-related 3rd Party Vendor Services
 - Tourism website development
 - Social media management
 - Fulfillment pieces
 - Media production
 - Direct mail
 - Public Relations Services
- Tourism-related Travel
- Tourism-related Salaries



Ineligible Costs

Ineligible expenses include but are not limited to:

- Taxes, except sales tax on goods and services and payroll taxes
- Fundraising
- Lobbyists, political contributions
- Land acquisition, construction and infrastructure projects
- Purchase of alcohol
- Bad debts, late payment fees, finance charges, or contingency funds
- Parking or traffic violations





2024 TRIBAL NATIONS GRANT PROGRAM APPLICATION FOR FUNDING

Applications will be accepted beginning 9 a.m., Monday, Dec. 18, 2023.

Completed applications must be submitted to:
EMTGrant@state.mn.us and will be accepted through 4 p.m., Friday, May 31, 2024, or until all funds have been awarded.

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

The 2024 Tribal Nations Grant Program Guidelines can be found at: exploreminnesota.com/grants.

CONTACT INFORMATION

Organization Name:		
Street Address:		
City:	State:	Zip:
Contact:	Title:	
Email:	Phone:	
Organization Website:		

Minnesota 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 direct deposit/ACH/EFT.

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.mmbfav@state.mn.us	651-201-8100

ELIGIBLE APPLICANTS

This program is open to the 11 Tribal Nation Governments in Minnesota. Please select the Nation you represent:

- ☐ Cansa'yapi / Lower Sioux Indian Community
- ☐ Gaa-waabaabiganikaag / White Earth Nation
- ☐ Gaa-zagaskwaajimekaag / Leech Lake Band of Ojibwe
- ☐ Gichi-Onigaming / Grand Portage Band of Lake Superior Chippewa
- ☐ Mdewakanton / Shakopee Mdewakanton Sioux Community
- ☐ Misi-zaaga'iganiing / Mille Lacs Band of Ojibwe
- ☐ Miskwaagamiwi-Zaagaiganiing / Red Lake Nation
- ☐ Nah-gah-chi-wa-nong / Fond du Lac Band of Lake Superior Chippewa
- ☐ Peshutazizi / Oyate (Upper Sioux Community)
- ☐ Tinta Wita / Prairie Island Indian Community
- ☐ Zagaakwaandagowiniwag / Bois Forte Band of Chippewa

GRANT FUNDING LIMITS

Up to \$181,800 may be requested per Tribal Nation Government. Organizations are not required to request the maximum grant amount.

FUNDS REQUESTED

= total grant award amount being requested.

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Application Process

- Page 1
 - Contact Details
 - Minnesota Vendor/Supplier ID
 - Direct Deposit confirmation
 - Tribal Nation designation
 - Funds Requested

CERTIFICATION

I, _____ (person completing application), am authorized to request **2024 Tribal Nations 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 **2024 Tribal Nations 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 **2024 Tribal Nations Grant Program Guidelines** and are not contingent upon my continued employment with the organization.
- ☐ Explore Minnesota will conduct at least one (1) monitoring visit with each grantee during the grant cycle.
- ☐ State grant funds will be utilized in accordance with the **2024 Tribal Nations Grant Program Guidelines** with all grant projects completed **on or before Tuesday, June 30, 2026**.
- ☐ Reconciliation material will be completed and submitted for reimbursement **on or before 4 p.m., August 25, 2026**.
- ☐ The Project Summary Worksheet and Project Budget Worksheet have been completed for this grant funding request.

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

Explore Minnesota OFFICE USE ONLY

Industry Relations: _____ Date: _____
Senior Manager: _____ Date: _____
Supplier Contract #: _____ PO #: _____

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Certification

- Page 2
 - Authorized Signer
 - Confirm Eligibility
 - Obligating State Funds
 - Guidelines Commitment
 - Monitoring Visit Commitment
 - Deadline Acknowledgement
 - Reconciliation Acknowledgement
 - Complete Application Acknowledgement
 - Authorized Signature

PROJECT SUMMARY WORKSHEET

Please provide a brief description of the project(s) you intend to use grant funding toward. Use additional pages if necessary.

How will this grant support tourism in your community?

How will you measure success? Briefly explain how the project will be evaluated and the output and outcomes that will be measured.

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Project Summary Worksheet

- Page 3
 - Description of the project(s)
 - How will this support tourism in your community?
 - How will you measure success, what are the outcomes you expect to measure?

BUDGET NARRATIVE WORKSHEET

Provide a budget narrative of your anticipated expenses as they relate to your project(s) and delivering the grant's objectives.

Budget Activity Expenses

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 **2024 Tribal Nations Grant Program**.

Activity/Tactic	Grant	Grantee (if applicable)	Total
Tourism Initiatives <i>Such as: research, equipment, elder honorariums, training, education/certifications, community</i>			\$ 0.00
Tourism Marketing <i>Such as: general marketing, travel trade, meetings & conventions, sports marketing, public event marketing, diversity, equity, accessibility & inclusion marketing</i>			\$ 0.00
Third Party Vendor <i>Such as: website development, social media management, fulfillment pieces, media production, direct mail, public relations services</i>			\$ 0.00
Travel			\$ 0.00
Salaries			\$ 0.00
Other (please specify):			\$ 0.00
Total:	\$ 0.00	\$ 0.00	\$ 0.00

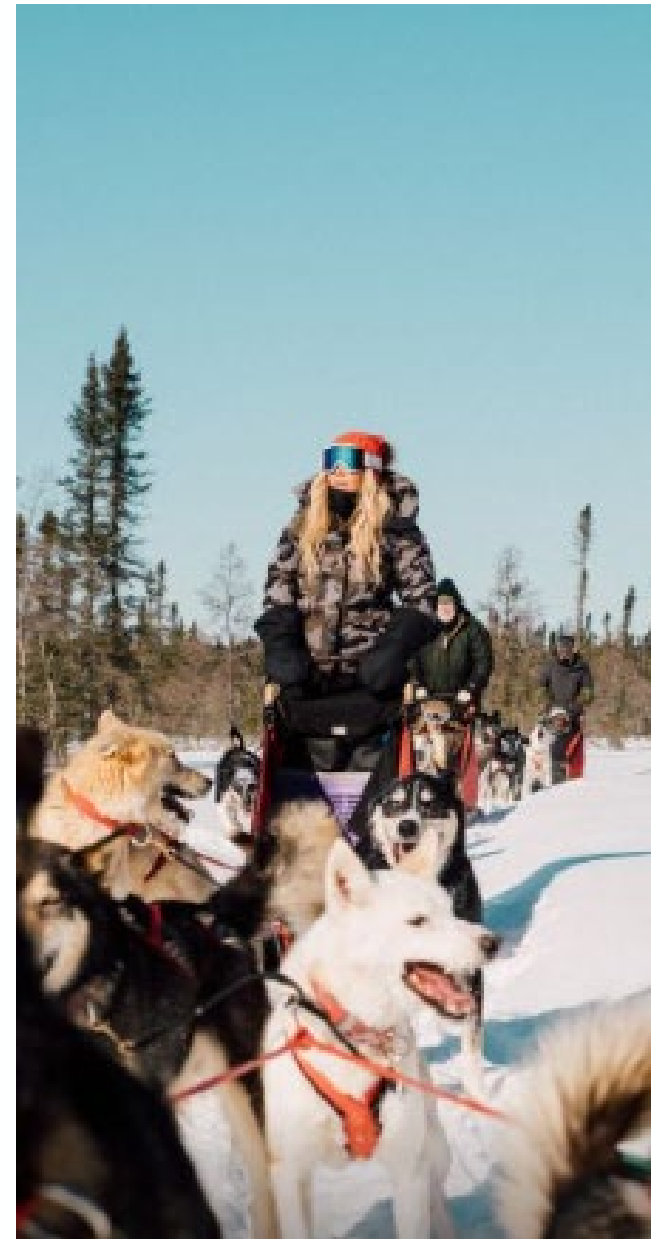
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Budget Narrative Worksheet

- Page 4
 - Narrative of your anticipated expenses
 - Estimate your expenses according to eligible activities and tactics

Contracting Process

- Submit completed application via email (emtgrant@state.mn.us)
- Applicants notified via email within 30 days
- Grant Contract with award amount forwarded to applicant
- Execution of Grant Contract via DocuSign
 - No work can begin until all parties have signed the Grant Contract





- Have the conversations, establish the protocols
- Market and promote all the things
- Do the studies
- Attend the conferences and trade shows
- Monitoring visit
- Measure the outcomes

Grant Work Can Now Begin!

Reconciliation & Reimbursement

- Funds are payable on a reimbursement basis
- Grantees may submit an invoice for reimbursement no more than once per month
- The agency works to pay properly submitted requests within 30 days
- Documents must be complete and correct for reimbursement to occur
- All reconciliations must be submitted by August 25, 2026, at 4:00 p.m.
- All records must be retained for six years



Questions?

Thank You!

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ExploreMinnesota.com/Industry