

Complete this form and include it in your submission of reimbursement material no later than **May 28, 2027**. Please refer to the **2027 Tourism Grant Program Guidelines** for a full list of eligible project tactics. Records must be kept for a period of six (6) years and be able to reproduce them should Explore Minnesota be audited and need to substantiate program results. After six (6) years, you may dispose of records from this project. All information provided is considered public information and may be used for reporting of the **2027 Tourism Grant Program** funding usage.

Grantee/Organization:

Provide a brief description of the project(s):

Describe the project's tactics by selecting all that apply:

- ☐ Traditional media advertising (TV, radio, digital, video/audio streaming, magazine, newspaper, etc.)
- ☐ Out-of-home advertising such as billboards
- ☐ Fulfillment Pieces (visitor guides, direct mail, brochures, etc.)
- ☐ Organic and paid social media advertising (Google AdWords, Facebook, Instagram, etc.)
- ☐ Trade shows
- ☐ Website development and enhancement (content, SEO, accessibility, etc.)
- ☐ Media production (photography, videography, etc.)
- ☐ Public Relations Services
- ☐ DEAI marketing and programming
- ☐ Public events marketing
- ☐ Research & Data

Describe the project's geographic focus by selecting all that apply:

- ☐ Locally, within 50 miles
- ☐ Greater Minnesota
- ☐ Minneapolis-St. Paul Metro Area
- ☐ Surrounding States (ND, SD, IA, WI & IL)
- ☐ U.S., beyond Surrounding States
- ☐ Canada
- ☐ Mexico
- ☐ International, outside of North America

Describe the project's target audience by selecting all that apply:

- ☐ Individual leisure travelers (couples, families, solo travelers, etc.)
- ☐ Leisure groups
- ☐ Business groups (corporate, government, etc.)
- ☐ Sports groups
- ☐ Trade (meeting planners, tour operators, etc.)

Describe the project's target audience age range by selecting all that apply:

- ☐ Under 25 years old
- ☐ 25 to 34 years old
- ☐ 35 to 49 years old
- ☐ 50 to 64 years old
- ☐ 65+ years old

Please describe the outcome or impact of grant-funded efforts and how success was tracked, sharing quantifiable results.