

Completed forms and all supporting documentation must be emailed to EMNgrant@state.mn.us no later than **May 28, 2027**. Mailed materials will **not** be accepted.

Any request received after **May 28, 2027**, will not be accepted and the GCA will be canceled, and any expenses incurred by the grantee will be ineligible for reimbursement. Please refer to the [2027 Tourism Grant Program Guidelines](#) for more information.

For all projects, include the following in your reconciliation materials (see details below):

- Reimbursement Request Form
- Grant Performance Evaluation
- Proof of Service Requirement - vendor invoice(s)
- Proof of Payment Requirement – bank statements with canceled checks or credit card statements
- Screenshot of organization website homepage with the Explore Minnesota logo linked to exploreminnesota.com
- Proof of co-branding as applicable:
 - Proof of ad creative including Explore Minnesota logo
 - Link to videos and/or voiceover scripts with mention of Explore Minnesota
 - Copy of research report

Reimbursement Request Form

Only one request for reimbursement per grant award; no partial reimbursements will be accepted.

Summarize all project expenses on one (1) reimbursement form. Failure to submit all required documentation for reimbursement will result in forfeiture of grant funds.

Allow up to thirty days from the date all sufficient documentation is received by Explore Minnesota, for reconciliation, processing, and receipt of funds.

If you cannot find your reimbursement form (emailed with your executed contract), please reach out to your Industry Relations representative (referenced as authorized rep in executed contract).

Grant Performance Evaluation

Grantees should submit one (1) grant performance evaluation for the eligible tactics they utilized under the program.

Qualifying Proof of Service Requirement (Vendor Invoices)

All vendor invoices must be addressed to the grantee and include the following: vendor name, invoice number, vendor address, date(s) and detail of services rendered (*itemized, not summary/statement*), and publication run date(s), if applicable.

All vendor invoices must show a minimum of a 1:1 cash match. Refer to the [2027 Tourism Grant Program Guidelines](#), page 2, for more information.

Insertion Orders, or the like, are not acceptable.

Qualifying Proof of Payment Requirement

Proof of payment documentation must show payment was made by the grantee. The following proofs of payment will only be accepted:

- Copy of the canceled check (with bank stamp on the back) that ties to the amount on the vendor invoice (your proof of service) and clearly shows vendor name.
- Credit card or debit card bank statement that clearly ties vendor name and amount charged.
 - If using a 3rd-party payment service (such as PayPal) please provide the 3rd-party documentation of charges and your bank statement linking your payment to the 3rd-party.
 - Please redact only private data (bank or credit card account numbers and full legal names)

EMN is providing an alternative option for qualifying proof of payment for tribes and municipalities if they cannot meet the above criteria.

For Tribes

Tribes are required to submit their general ledger in relation to the service, along with an additional invoice (beyond their proof of service invoice) that includes the following details to serve as proof of payment:

- An invoice that explicitly reflects the grantee payment and indicates a zero balance, verifying payment through the vendor.
- This invoice must be dated separately from the initial invoice, confirm payment, and display a zero balance.

For Municipalities

Municipalities should contact their city administration to obtain written and signed confirmation that payment has been processed. A zero-balance invoice must accompany this written confirmation and include the following information to serve as proof of payment:

- An invoice that explicitly reflects the grantee payment and indicates a zero balance, verifying payment through the vendor.
- This invoice must be dated differently from the initial invoice, confirm payment, and display a zero balance.

Proof of Advertisement and Co-Branding

For the tactics listed below, you must show proof of Explore Minnesota inclusion:

Tactics	Proof of Advertisement
Print advertising	Digital file or copy of tear sheet <i>The size of the Explore Minnesota logo must be legible and proportionate to the size of the ad.</i>
Digital advertising	Image file or screenshot of ad(s) <i>Mobile Ads sized 320px x 50px and Native Advertising campaigns where the Explore Minnesota logo cannot be accommodated must link to a landing page where the Explore Minnesota logo is present.</i>
Television & video	Video file or link to video <i>A current Explore Minnesota logo must be used at the beginning or ending frame of the video or in a lower corner throughout the video, and its size must be legible and proportionate to the size of the video.</i>
Radio/audio streaming	Script or audio file <i>Audio must include the phrase "Explore Minnesota" in the script/voiceover.</i>
Billboard or out-of-home advertising	Photo or digital file of ad <i>The size of the Explore Minnesota logo must be legible and proportionate to the size of the billboard.</i>
Paid & organic social media	Screenshot of social post <i>Organic social posts administered by a third-party vendor and paid social ads require including tagging Explore Minnesota</i>
Direct mail campaigns	Digital file or photo of mail piece <i>A current Explore Minnesota logo must be used, and its size must be legible and proportionate to the size of the direct mail piece.</i>
Fulfillment pieces (i.e., maps, brochures, visitor guides)	Digital file or copy of front cover <i>The Explore Minnesota logo must be on the front cover, and it must be legible and proportionate to the size of the printed piece.</i>