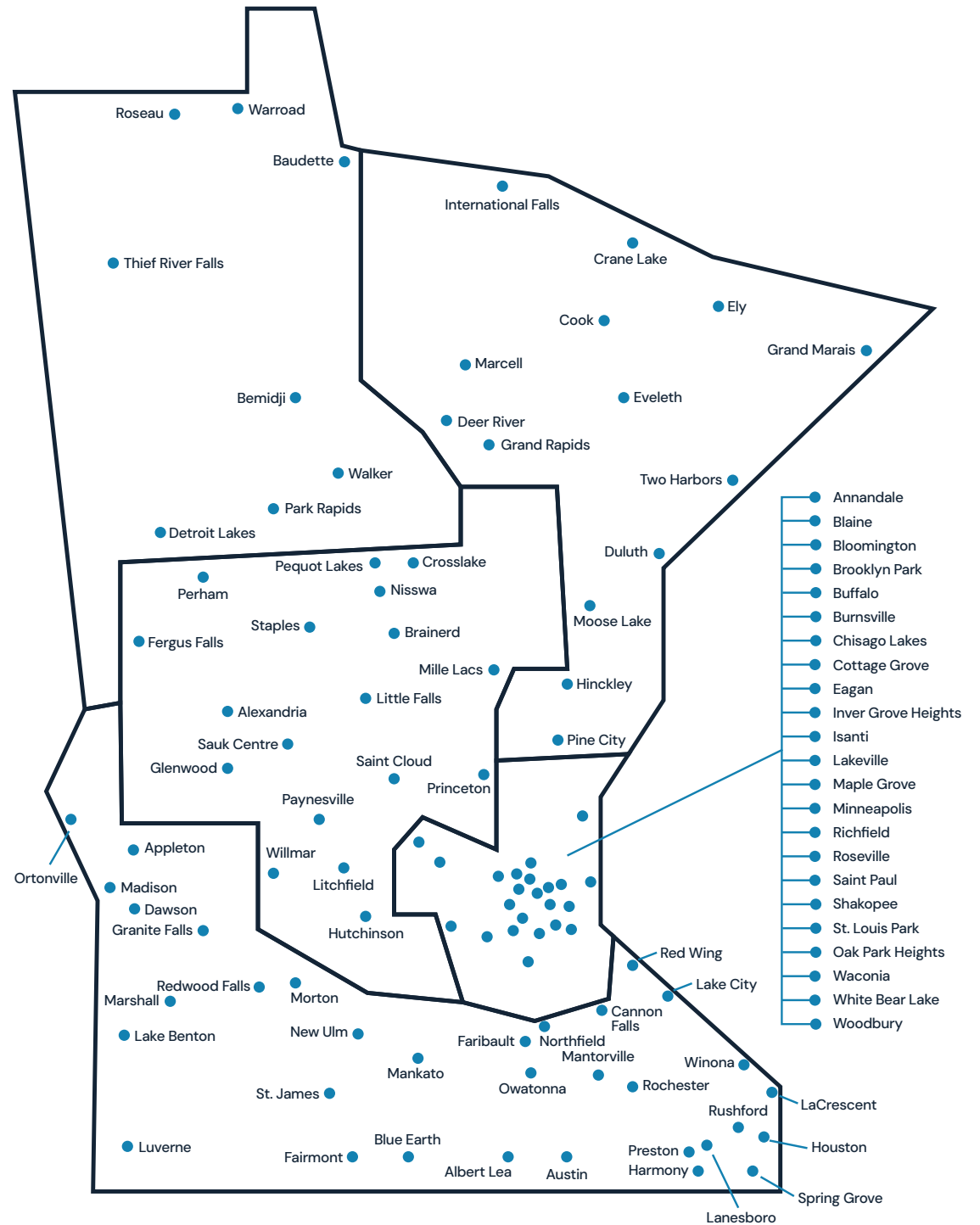


recovery grant program participants

In the FY24/FY25 biennium, the agency allocated \$2 million to create a Tourism Recovery Grant program to aid Minnesota's tourism communities in post-pandemic economic recovery. The two-cycle, two-year grant program has allowed communities to market and promote their destinations and events, solicit and secure meeting, convention and sports business, improve website accessibility, expand photo and video assets, produce and distribute travel guides and more.

Tourism marketing grants support local economies by funding programs that encourage travel and boost tourism spending from Minnesota and neighboring communities to new destinations across the state. The FY24 Recovery Grant Program provided critical funds to individual and collaborative non-profit Destination Marketing Organizations (DMOs) and other organizations. It awarded grants of up to \$40,000 to 111 communities around the state, with total funding for the cycle of \$1,153,185.

The FY25 Recovery Grant Program is currently in process and was created with the \$846,815 in remaining allocation funding.



NAME	PROJECT
Albert Lea CVB	TV/streaming ads in MN/IA
Annandale Chamber (MULTI)	Travel guide targeting 100 miles
Appleton Area Chamber	Produced outdoor recreation video
Austin CVB	I-90 billboard in Dexter, westbound
Austin CVB (MULTI)	Attended Sioux Falls travel show
Big Stone Lake Area Tourism	Print ads in Outdoor News
Bloomington CVB	Digital in meetings and sports markets
Blue Earth Area CVB	Developed a new website
Brainerd Lakes Chamber	Created regional visitor guide
Buffalo Area Chamber	Travel guide, Distribution in MN
Burnsville CVB	SEO Midwest travelers ages 25-70
Cannon Falls Chamber	Digital advertising promoting events
Chisago Lakes Visitor's Bureau	New fishing page, with lakes & recreation
Community of Minn Resorts	Digital and social targeting 25-55
Crane Lake VTB	Print ad, Minnesota Wheelin publication
Dawson Chamber	Radio advertising promoting events
Deer River Area Chamber	Produced new visitor guide
Detroit Lakes Chamber	Google Ad Words in- and out-of-state
Detroit Lakes Chamber (MULTI)	Digital Pine to Prairie Birding Trail
Discover Cottage Grove	Social media ads targeting 18-70
Discover St. Louis Park	Marketing emails, targeting 25-65
Discover Staples	Captured professional photo content
Eagan CVB	Radio campaign within four-state region
Edge of the Wilderness	Regional print ads and national SEO
Ely Area Tourism Bureau	Winter video TV/streaming ad
Explore Alexandria	Produced a broadcast TV campaign
Explore Minnesota Golf Alliance	Email campaign in Midwest and Manitoba
Explore White Bear Lake	Marketing to families outside the metro
Fairmont CVB	Produced print/digital visitor guide
Faribault Chamber	Billboards promoting events & attractions
Faribault Chamber (MULTI)	Attended Chicago travel show
Glenwood Welcome Center	Multimedia targeting all ages and families
Grand Rapids Area CVB	Events and meetings digital advertising
Granite Falls Chamber	Shopping, dining, events print/radio
Harmony Area Chamber	Regional print ads promoting events
Hinckley CVB	Static billboard on I35 northbound
Houston Chamber	Rochester billboard promoting Owl Center
Hutchinson Area Chamber	Print for outdoor rec, shopping & families
Int'l Falls & Rainy Lake CVB	Repeat Visitor Search Engine Optimization
Inver Grove Heights	Produced and distributed a biking map
Iron Range Tourism Bureau	Summer Travel Native Advertising
Iron Range Tourism Bureau (MULTI)	Email, native and social campaign

NAME	PROJECT
LaCrescent Chamber	Produced outdoor recreation video
Lake Benton CVB	Produced print/digital visitor guide
Lake City Chamber	Fall print, digital, social ads
Lake County Chamber	Print and Digital Travel Guide
Lake of the Woods Tourism	Digital driving traffic to website
Lake Vermilion Resort Assn	TV ads during MSHSL tournaments
Lakeville Chamber	Ads targeting 5-state drive market
Lanesboro Chamber	Regional print ads promoting outdoor rec
Leech Lake Chamber	Produced Visitors Guide
Litchfield Visitor's Bureau	Print and digital highlighting key events
Little Falls CVB	Multimedia female-targeted campaign
Luverne Chamber	Advertorial in regional print publications
Madison Area Chamber	Newspaper and radio promoting events
Mantorville Chamber	Radio alleviating construction adversity
Maple Grove Tourism	Leisure travel marketing via billboards
Marshall CVB	Digital advertising promoting events
Meet Minneapolis	Holiday leisure marketing campaign
Meet Minneapolis (MULTI)	Ads in greater MN and surrounding states
Mille Lacs Area Tourism	Digital to families and outdoor enthusiasts
Minneapolis NW Tourism	Sports market tradeshows
Moose Lake Area Chamber	Print/digital ads promoting events
Morton Area Chamber & Tourism Bureau	Spring/summer regional print ads
New Ulm Area Chamber	Skyway out-of-home advertising
Nisswa Chamber	Highlight video for signature events
North 65 Chamber	Marketing community events
Northfield Area Chamber	I-35 northbound billboard in Clarks Grove
Otter Tail Lakes Country Assn	Expanded the Livability section of website
Otter Tail Lakes Country Assn (MULTI)	Created a visitor guide
Owatonna Area Chamber	Print ads in Minnesota Meetings & Events
Park Rapids Chamber	Billboards on I94 near Moorhead
Paynesville Chamber	Billboard to entice visitors along I-94
Perham Area Chamber	Greenspring Media Ultimate Travel Guide ad
Pine City Chamber	Produced three tourism promotion videos
Preston	Out-of-home ads in Rochester
Princeton Area Chamber	Newspaper and social campaigns
Red Wing CVB	Print ad, Minnesota Vikings Yearbook
Redwood Area Chamber & Tourism	Professional aerial media and photography
Richfield Tourism Promo Board	Video content for promotional use

NAME	PROJECT
Rochester Minnesota CVB	Attended Connect Spring Marketplace
Root River Trail Towns	Billboard in Chatfield promoting destination
Roseau CVB	Content and digital in and out-of state
Roseville Visitor's Association	Digital guide available in 20 languages
Rushford Peterson Valley Chamber	Local and regional print advertising
Saint Cloud Area CVB	Professional photo and video content
Sauk Centre CVB	Created an ad for regional marketing outlets
Shakopee Chamber	Digital & video campaigns, targeting 25-54
Southern Minnesota Tourism Assn	Produced print/digital visitor guide
Spring Grove Area Chamber	Created a new website
St. James Chamber	Produced print/digital visitor guide
Stillwater & Oak Park Heights CVB	Streaming service video in- and out-of-state
Thief River Falls CVB	Social snowmobiling, camping, biking, hiking
Travel Southwest Minnesota	Regional print ads promoting attractions
Twin Cities Gateway	Newspaper truck wrap advertising campaign
Twin Cities Gateway (MULTI)	Sports market tradeshows
Visit Bemidji	Video on TV and internet in ND
Visit Brainerd	Streaming & Radio of winter highlights
Visit Cook County	Expanded growth market digital campaign
Visit Duluth	Attended four travel trade shows
Visit Fergus Falls	Digital holiday festival and outdoor recreation
Visit Mankato	Social, leads, native, display ads
Visit St. Paul	Meetings market tradeshow
Visit Winona	Attended Chicago travel show
Waconia Chamber	Visitor guide, with events and festivals
Warroad Chamber	Outdoor recreation in the Iowa Sportsman
Western Minnesota Prairie Waters	Local and regional print advertising
Whitefish Area Lodging Association	Digital map on website to enhance navigation
Willmar Lakes Area CVB	ADA audit of website and digital content
Woodbury Chamber	Promoted new event called OneWoodbury