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New logo for Minnesota's Environment and Natural Resources Trust Fund

(St. Paul, MN, July 8, 2009) – A logo for Minnesota's Environment and Natural Resources Trust Fund has been approved by the Legislative-Citizen Commission on Minnesota Resources (LCCMR) – the group that makes recommendations to the state legislature on expenditures from the Trust Fund. The Trust Fund is a public source of dollars constitutionally dedicated to providing critical support and protection for the state's environment and natural resources. The new logo will enable citizens to more easily identify statewide efforts made possible through investment from the Trust Fund.

The logo features two loons set against a blue sky containing the North Star all placed above the words "Environment and Natural Resources Trust Fund". Designed in partnership with the Minnesota State Lottery, the logo is fashioned after the Lottery's recognizable loon logo in order to build on the Trust Fund's often-cited connection to the Lottery. By way of voter approval, proceeds from the Lottery have generated almost \$500 million for the Trust Fund since 1990.

"Many people already think of the Environment and Natural Resources Trust Fund as the 'lottery money'. So the intent here was to make use of this connection for people," said LCCMR Director Susan Thornton. "The similarities between the two logos help tell this story so the public can immediately recognize instances where Trust Fund dollars, from the 'lottery money', have been invested by the state."

Since 1991, the Trust Fund has provided more than \$280 million in support to over 660 projects benefitting every county in the state. Projects that receive funding from the Trust Fund are required to acknowledge the support in all communications and outreach efforts. Where applicable, display of the Trust Fund logo will now be a part of this acknowledgement requirement. Examples of where the logo will appear include signs next to lands acquired or restored with Trust Fund dollars as well as print and online publications from funded projects.

The Trust Fund was created in 1988 and works similar to an endowment in providing a long-term, consistent, and stable source of funding for Minnesota's environment and natural resources. Forty percent of the Minnesota State Lottery's net proceeds, or approximately seven cents of every dollar spent on playing the lottery, are contributed into the Trust Fund. These dollars are then invested in a combination of stocks and bonds to generate ongoing growth of the fund. Money from the Trust Fund can only be used for the public purpose of protection, conservation, preservation, and enhancement of the state's air, water, land, fish, wildlife, and other natural resources.

The LCCMR makes project funding recommendations on an annual cycle for up to 5.5% of the existing value in the Trust Fund. As of June 30, 2008 – the date on which funds availability for the current biennium was determined – the Trust Fund was valued at approximately \$485 million, thereby making \$25.6 million available for each of fiscal years 2010 and 2011. The fiscal year 2010 dollars were appropriated to 61 projects this past legislative session and project proposals for the fiscal year 2011 dollars are currently under consideration by the LCCMR.

Legislative-Citizen Commission on Minnesota Resources (LCCMR)

The LCCMR is made up of 17 members (5 Senators, 5 Representatives, 5 citizens appointed by the governor, and one citizen each appointed by the Senate and the House). The function of the LCCMR is to make funding recommendations to the Minnesota State Legislature for special environment and natural resource projects, primarily from the Environment and Natural Resources Trust Fund. These projects help maintain and enhance Minnesota's environment and natural resources. The LCCMR developed from a program initiated in 1963. Since then over \$600 million has been appropriated to over 1,250 projects working to benefit Minnesota's environment and natural resources.

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