

Aitkin County Board of Commissioners
Request for County Board Action/Agenda Item Cover Sheet



To: Chairperson, Aitkin County Board of Commissioners Date: 2/22/12
Via: Patrick Wussow, County Administrator
From: Ross Wagner, Economic Development & Forest Industry Coordinator
Title of Item: Aitkin County Tourism Grant Advisory Committee Recommendations
Requested Meeting Date: February 28, 2012 Estimated Presentation Time: 10 Minutes
Presenter: Ross Wagner

Type of Action Requested (check all that apply)

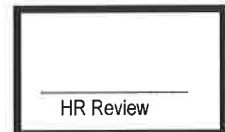
- For info only, no action requested Approve under Routine Business
- For discussion only with possible future action Adopt Ordinance Revision
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt proposal by motion Approve/adopt proposal by resolution (attach draft resolution)
- Authorize filling vacant staff position Approve under Consent Agenda
- Request to schedule public hearing or sale Other (please list) _____
- Request by member of the public to be heard
- Item should be addressed in closed session under MN Statute _____

Fiscal Impact (check all that apply)

- Is this item in the current approved budget? Yes No (attach explanation)
- What type of expenditure is this? Operating Capital Other (attach explanation)
- Revenue line account # that funds this item is: _____
- Expenditure line account # for this item is: _____

Staffing Impact (Any yes answer requires a review by Human Resources Manager before going to the board)

- Duties of a department employee(s) may be materially affected. Yes No
- Applicable job description(s) may require revision. Yes No
- Item may impact a bargaining unit agreement or county work policy. Yes No
- Item may change the department's authorized staffing level. Yes No



Supporting Attachment(s)

- Memorandum Summary of Item
- Copy of applicable county policy and/or ordinance (excerpts acceptable)
- Copy of applicable state/federal statute/regulation (excerpts acceptable)
- Copy of applicable contract and/or agreement
- Original bid spec or quote request (excluding complex construction projects)
- Bids/quotes received (excluding complex construction projects, provide comparison worksheet)
- Bid/quote comparison worksheet
- Draft County Board resolution
- Plat approval check-list and supporting documents
- Copy of previous minutes related to this issue
- Other supporting document(s) (please list) Grant Applications, List of Grants and Committee Members

Provide eleven (11) copies of supporting documentation NO LATER THAN Wednesday at 12:00 pm to make the Board's agenda for the following Tuesday. Items WILL NOT be placed on the Board agenda unless complete documentation is provided for mailing in the Board packets. (see reverse side for details)

Aitkin County Economic Development & Forest Industry Coordinator

Aitkin County Courthouse

Ross Wagner

217 Second Street N.W.

Aitkin, MN 56431

Phone: 218/927-7305

Fax: 218/927-7374

TO: Aitkin County Board of Commissioners

FROM: Ross Wagner, Economic Development & Forrest Industry Coordinator

DATE: February 22, 2012

SUBJECT: Aitkin County Tourism Grants

Aitkin County received two applications for Tourism Grants, below are the grants and the recommendations from the Grant Advisory Committee.

- City of Aitkin, \$1,000.00, promote 4th of July Community Celebration.
- Aitkin County Trail Towns, \$5,000.00, advertise and promote the Northwoods ATV Trail in Aitkin County.

City of Aitkin; In reviewing the application the committee removed the budgeted amount of \$250.00 for insurance as a non-promotional item. For the remainder of the application consideration was given to the fact this event has not been funded before and a new entity had taken it over. It was felt advertising could help build the event and the recommendation is to award a grant of \$750.00. Committee will encourage but not require the City to look at spending some of the advertising out of Aitkin and utilize articles and other free promotions available.

Trail Towns; For this application the committee liked the idea that this would cover a large portion of the county and several of our communities including, McGrath, Lawler, Palisade, McGregor, Hill City and Jacobson. Also considered was the request is designed for advertising and promotion outside of the local area. Recommendation is to award a grant for the Trail Towns promotions of the requested amount of \$5,000.00.

Next grant applications are due May 1st. If recommendations are followed there would be \$14,250.00 remaining. Alan Monroe was elected as Committee Chairperson and Darlene Maciej as Vice Chair for 2012.

Aitkin County Tourism Grant Advisory Committee
Application for Tourism Development and Promotion Grants
January 1, 2012 - December 31, 2012

DEADLINE: Grant requests may be submitted at any time to ACTGAC c/o Ross Wagner, Aitkin County Courthouse, 209 2nd St. N.W., Aitkin, MN 56431. Each will be considered at the next quarterly meeting of the Aitkin County Tourism Grant Advisory Committee following its receipt. Application Deadlines: February 1st, May 1st, July 1st and November 1st. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

Event/Activity Eligibility: Tourism Grant Funds shall be used to market tourism related events that occur within Aitkin County. Funds shall be targeted towards attracting new, repeat and extended stay tourism visitations to Aitkin County. Events eligible for funding include: community recreational and informational events such as races, rides, tournaments, shows, educational programs, etc.; community celebrations; logistic and materials support for tourism related information booths; radio, newspaper, TV, signage, internet, brochures and other related advertising; printed publications and media promotion. General Criteria for funding annual events. Annual events are described as events such as 4th of July Celebrations, annually held races or contests and similar type events. New annual events will be considered for promoting and to get it off to a good start. Annual events may be considered if the event changes in some significant way or if the event wants to try new advertising/promotion activities to reach a new market. Tourism funds are not intended to be used as an annual subsidy or line item budget amount. Tourism grant funds shall not be used to pay for salaries, awards, prizes or gifts. Maximum grant amount is \$5,000.00 minimum is \$100.00.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: City of Aitkin 4th of July Community Celebration

Date(s) of Program: July 4, 2012 **Location of Program:** Aitkin City Park

Organization/Community Name: City of Aitkin

Person in Charge of Project: Gary Tibbitts, Mayor

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):

109 1st Avenue NW, Aitkin, MN 56431

Contact Person's Phone #: Kathy Brophy, City Clerk, 218-927-2527

Legal Status of Organization: Unit of Government (for example cities, townships etc.)

Non-profit Tourism Association

Non-profit Association

Is your organization registered as a nonprofit corporation with the Secretary of State? No

If yes, please include a copy of your certificate of corporation. (Local units of government do not need to file.) In multi-community/multi-organization projects, only the entity responsible for signing documents and administering funds needs to be registered. Use your registered name on all documents.

Description/focus/purpose of your organization The City of Aitkin recently created a Fireworks Committee and has taken the 4th of July Community Celebration under its jurisdiction. Previously, the event was organized by private citizens. The goal of the Committee is to enhance the annual fireworks event by creating a community picnic atmosphere during the day at the City Park, ending with the annual fireworks display.

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) \$ 1,000
 (Minimum \$100.00, maximum request is \$5,000.00)

Amount of your organization's match \$ 7,000

Total projected budget \$ 8,000

3. **PROJECT/EVENT DESCRIPTION:** Be concise and complete; attach additional or supporting information if needed.

What do you hope to accomplish, how it will be done and specifically how the grant funds will be used.

The Committee is reaching out to all service organizations and interested parties to invite participation in our efforts to enhance the annual 4th of July fireworks display by offering more activities for families throughout the day at the Aitkin City Park. Such activities include things like gunny sack races, softball tournament of some kind, a community picnic, band music, a patriotic program, etc. The goal is to offer these things at little or no cost to the public and to work with the various service organizations or interested parties so that they will "sponsor" each activity that will be offered to the public.

Explain how your project will bring visitors to Aitkin County.

In the past, it is estimated that 5,000 people come into Aitkin to view the fireworks display. By enhancing the program and offering activities throughout the day, people will come in earlier and spend more time in town, perhaps visiting the various restaurants, gas stations, and stores while they take in all that is offered on that day.

Please list media you intend to use, if any.

Aitkin Independent Age, KKIN Radio

List target markets:

Where – geographic areas (s)
City of Aitkin & surrounding area

List target audience:

Who – type of group or activity
Individuals, Families

Please estimate what percentage will come from: Your local community and surrounding area: 30
From other communities in Minnesota: 60
From outside of Minnesota: 10

Please estimate the number of people who will come from: Your local community and surrounding area: 1500
From other communities in Minnesota: 3000
From outside of Minnesota: 500

4. **PROJECT BUDGET:** in the space below, provide a budget for the entire event, a specific budget for ACTGAC Funds is on the last page.

Category	ACTGAC Funds	Local Funds	Total
Fireworks Display		6000	6000
Satellite Toilets		1000	1000
Insurance	250		250
Advertising	750		750
TOTALS	1000	7000	8000

Add both columns

NOTE: A written evaluation must be completed and returned to the Aitkin County Tourism Grant Advisory Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to; ACTGAC, c/o Ross Wagner, Aitkin County Courthouse, 209 2nd St NW, Aitkin, MN 56431. .

Signature: Official person for community/organization, who will be responsible for the funding request and returning the evaluation to the Aitkin County Tourism Grant Advisory Committee.

Name Kacey Murphy City Clerk Date: 12-22-11

5. **ACTGAC BUDGET:** In the spaces below, list each use or vendor your ACTGAC funds will be used for, use additional space if necessary, we would like to see specifically where and how ACTGAC funds will be used. A sample budget is provided below, totals for ACTGAC must equal the amount listed in #4.

Category	ACTGAC Funds	Local Funds	Total
Insurance: Security State Agency	250		250
Advertising: <i>Aitkin Independent Age</i>	500		500
Advertising: KKIN Radio	250		250
Fireworks Display: Zambelli Fireworks		6000	6000
Satellite Toilets: Goble's Portable Toilets		1000	1000
Totals	1000	7000	8000

Sample ACTGAC Budget

Advertising, Aitkin Age	\$235.00	\$100.00	\$335.00
Advertising, Duluth News Tribune	556.00		556.00
Promotion, Posters printing	150.00		150.00
Mailing, Posters	59.00		49.00
Promotion, Web update	500.00		500.00
TOTALS	\$1,500.00	\$100.00	\$1,600.00

Aitkin County Tourism Grant Advisory Committee
Application for Tourism Development and Promotion Grants
January 1, 2012 - December 31, 2012

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APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: Northwoods ATV Trail Advertising and Marketing

Date(s) of Program: April – November 2012

Location of Program: Aitkin County

Organization/Community Name: Aitkin County Trail Towns/ Aitkin County Economic Development

Person in Charge of Project: Ross Wagner **Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):** 217 2nd Street NW, #131, Aitkin, MN 56431

Contact Person's Phone #: 218-927-7305 _____

Legal Status of Organization: **Unit of Government (for example cities, townships etc.)**

_____ **Non-profit Tourism Association**

_____ **Non-profit Association**

Is your organization registered as a nonprofit corporation with the Secretary of State? _____

If yes, please include a copy of your certificate of corporation. (Local units of government do not need to file.) In multi-community/multi-organization projects, only the entity responsible for signing documents and administering funds needs to be registered. Use your registered name on all documents.

Description/focus/purpose of your organization: Aitkin County Trail Towns has been formed to promote use of the Northwoods ATV Trail system, and increase tourist visits to the County and its establishments.

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) \$ 5,000.00
(Minimum \$100.00, maximum request is \$5,000.00)

Amount of your organization's match \$ 100.00

Total projected budget **\$ 5,100.00**

3. **PROJECT/EVENT DESCRIPTION:** Be concise and complete; attach additional or supporting information if needed.

What do you hope to accomplish, how it will be done and specifically how the grant funds will be used.

The grant funds will be used to promote and create awareness of the Northwoods ATV Trail system in Aitkin County. Construction of the Aitkin County portion of the trail will be complete this winter so we feel the promotion and awareness activities need to take place. Advertising, a Web Site and brochure mailings will be used.

Explain how your project will bring visitors to Aitkin County.

Aitkin County has 207 miles of continuous, marked and maintained ATV trails a part of the Northwoods ATV Trail System. This will be the only kind of ATV system in the State of MN, perhaps the entire Midwest. The trail was designed to run near or through several of our communities for community development and to provide rider amenities for an enjoyable riding experience. We feel riders will come from Minnesota and surrounding states.

Please list media you intend to use, if any.

Minnesota ATVentures, Explore Minnesota, Outdoor News, Internet and Mailings.

List target markets:

Where – geographic areas (s)
Outdoor enthusiasts, ATV Groups, MN and Surrounding States

List target audience:

Who – type of group or activity
Families, Groups and Individuals

Please estimate what percentage will come from: Your local community and surrounding area: 25
From other communities in Minnesota: 65
From outside of Minnesota: 10

Please estimate the number of people who will come from: Your local community and surrounding area: 1,250
From other communities in Minnesota: 3,250
From outside of Minnesota: 500

4. **PROJECT BUDGET:** in the space below, provide a budget for the entire event, a specific budget for ACTGAC Funds is on the last page.

Category	ACTGAC Funds	Local Funds	Total
Web Design, Hosting, Advertising	2,500.00	100	2,600.00
Advertising	2,270.00		2,270.00
Direct Mailings	230.00		230.00
TOTALS	5,000.00	100.00	5,100.00

Add both columns

NOTE: A written evaluation must be completed and returned to the Aitkin County Tourism Grant Advisory Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to; ACTGAC, c/o Ross Wagner, Aitkin County Courthouse, 209 2nd St NW, Aitkin, MN 56431.

Signature: Official person for community/organization, who will be responsible for the funding request and returning the evaluation to the Aitkin County Tourism Grant Advisory Committee.

Name Ross Wagner Date: 1/30/12

5. **ACTGAC BUDGET:** In the spaces below, list each use or vendor your ACTGAC funds will be used for, use additional space if necessary, we would like to see specifically where and how ACTGAC funds will be used. A sample budget is provided below, totals for ACTGAC must equal the amount listed in #4.

Category	ACTGAC Funds	Local Funds	Total
Web Design, Hosting, Advertising	2,500.00	100.00	2,600.00
Minnesota ATVentures	1,000.00		1,000.00
Explore Minnesota	470.00		470.00
Outdoor News	800.00		800.00
Totals	5,000.00	100.00	5,100.00

Sample ACTGAC Budget

Advertising, Aitkin Age	\$235.00	\$100.00	\$335.00
Advertising, Duluth News Tribune	556.00		556.00
Promotion, Posters printing	150.00		150.00
Mailing, Posters	59.00		49.00
Promotion, Web update	500.00		500.00
TOTALS	\$1,500.00	\$100.00	\$1,600.00

Aitkin County Trail Towns
Advertising and Marketing Request

Web page design and hosting, similar to the Hatfield McCoy site and Face Book page	\$2,500.00
Minnesota ATVentures, Explore MN Edition, 50,000. Place 3 monthly ads April, August, November editions	\$470.00 \$1,000.00
Outdoor News, ¼ page @\$160.00 Place 5 ads ,spring then fall.	\$800.00
Brochure and mailing	\$230.00
Total	<u>\$5,000.00</u>

MINNESOTA ATVentures

2010 Advertising Rates

Minnesota Offroad's Popular Annual Trail & Destination Guide

There are over 266,000 ATVs registered in the state of Minnesota today and all these riders want to know where they can ride. The answer is found on the pages of ATVentures Trail and Destinations guide. Packed with trip planning information, photos, ATV trail and park maps, plus updates on current rules and regulations, this is the book every dedicated trail user references all year long.

BIG CIRCULATION

Expanded Distribution by Explore Minnesota Tourism and the MN DNR

ATVentures is published annually every May and delivered to dedicated trail users several effective ways. Distributed by Explore Minnesota Tourism as their primary ATV response tool as well as MN DNR's central and regional offices, the book also reaches readers at sports shows, ATV businesses and as a special supplement inserted into the June/July issue of Minnesota Offroad Magazines.

50,000 readers depend on ATVentures to find new places to ride and destinations to explore.

By the Numbers ... Minnesota ATV Travel Expenditures*

- \$260.3 million spent annually at destination
- \$311.8 million spent annually at home and enroute
- 26.3 Average times ATVing per year.
- 10.7 Average trips taken per year that are 100 plus miles from home
- 3.3 Average days per trip
- 3.1 Average nights per trip

"ATVentures is the most effective and important ad buy for tourism operators and places of business who seek a solid year of ATV sales opportunities."

*Sources: 2006 ATV Economical Impact Study - University of Minnesota Tourism Center and MN Dept. of Employment and Economical Development

Issue Closing Dates

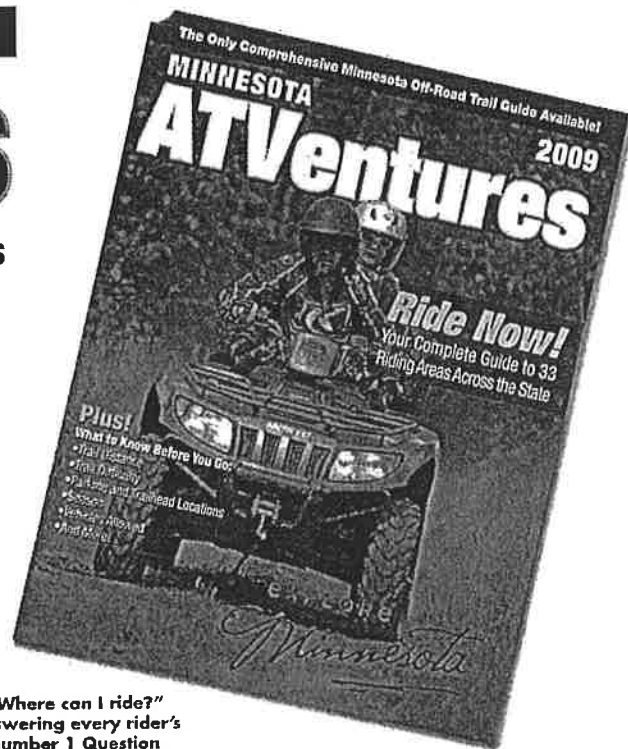
Issue	Closing	Material Req'd	Mail Date
JUNE/JUL	5/17/10	5/21/10	6/5/10

Display Rates

Black & White		Four Color Process (Full Color)	
Ad Size		Ad Size	
Full Page	\$1380	Full Page	\$1860
1/2 Page	\$910	1/2 Page	\$1390
1/4 Page	\$470	1/4 Page	\$940
1/8 Page	\$280	1/8 Page	\$680
1/16 Page	\$150	1/16 Page	\$365p

Discounts

AGENCY COMMISSION: 15% commission to accredited advertising agencies. 5% prepay by materials due date. Ask your sales rep about tourism and mail order discounts.



**"Where can I ride?"
Answering every rider's
number 1 Question**

Ad Size

Size	WxH
2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as Quark, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870.

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Outdoor News

Gallimaufry

December 2011

Readers LOVE Outdoor News in latest survey

Feedback from our brand new 2011 Outdoor News Reader Survey has been outstanding!

This summer over 5,000 of our readers were given an in-depth survey in order for us to better understand what they want from us. We asked them four-pages of questions related to their outdoor activities and their opinions of Outdoor News. Our goal was to understand how we can improve Outdoor News and provide you, our advertiser, with valuable information on them. The feedback has been great!

What do Outdoor News readers do most in the outdoors?

Outdoor News readers are avid hunters and anglers, and they also enjoy doing a very diverse range of other outdoor activities. Here are their top outdoor activities:

- 96% hunt
- 89% fish
- 84% boat
- 83% are outdoor game & fish cooks
- 79% target shoot
- 75% feed birds and wildlife
- 68% archers
- 71% gardeners or food plot gardeners
- 62% ATV riders
- 58% ice fish
- 53% travel outstate to hunt or fish

Outdoor News readers hunt and fish a lot! The average going out hunting 15 times per year and fishing 13 times per year.

What do Outdoor News readers hunt and fish for?

Most readers hunt and fish for a variety of game.

For hunting:

- 80% deer
- 57% turkey
- 44% upland bird
- 37% predator
- 28% waterfowl

And for fishing:

- 73% panfish
- 65% walleye
- 61% bass
- 42% muskie & pike
- 33% catfish

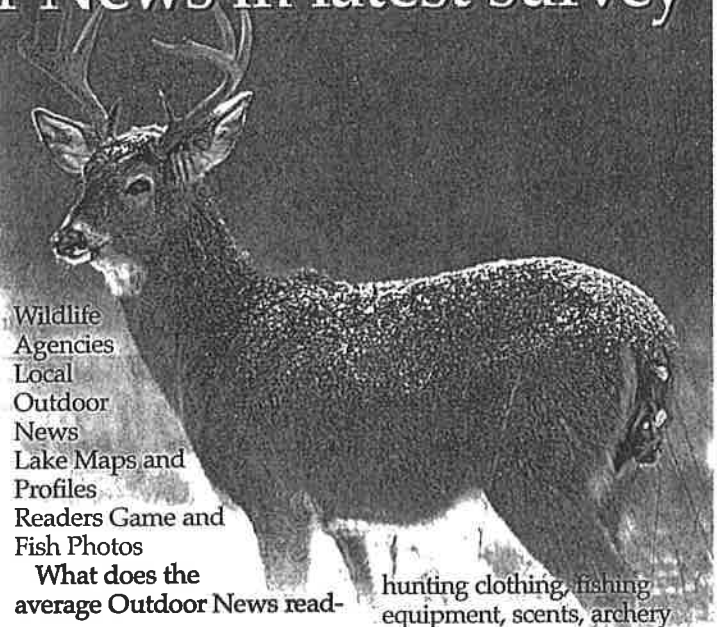
What do Outdoor News readers think of their newspaper?

Our readers love the outdoors, and they love their Outdoor News and actively pass it along to others to read.

- 87% rated Outdoor News as either Excellent or Very Good
- 95% said they would recommend Outdoor News to a friend
- 80 minutes is how long on average they spend reader every issue
- 3.0 is the average number of readers that each copy of Outdoor News is read by
- 57% saved past copies for later use

What are the sections they liked most:

Readers enjoy all the sections of their newspaper. Here are some of the most read sections: Fishing and Hunting Reports and Tips
News from State Fish and



Wildlife Agencies
Local Outdoor News
Lake Maps and Profiles
Readers Game and Fish Photos

What does the average Outdoor News reader look like?

As an advertiser, you want to attract customers interested in your outdoor product or service. These customers share some common demographics that are also very similar to our readers. Here is what the average Outdoor News reader looks like. 98% are men
51% are between 45-64 years old
\$73,220 is their average income
38% are high school grads and 53% went to college
2.5 is the average household size

What do they own or plan on buying?

Outdoor News readers love their gear and gadgets. Here are just a few of the more popular items they own and will buy: Guns and ammo,

hunting clothing, fishing equipment, scents, archery equipment, trail cameras, ATV's, handguns, boats and motors, etc...

Need More Information?

There is a lot more that we could say about this comprehensive survey. But, basically what we learned was: Our readers love what they do in the outdoors, they love reading about their passions, and learning from our dedicated staff.

For advertisers like you, it means a targeted audience of sportsmen and women who are ready to buy what they need to further enhance their enjoyment of the great outdoors.

For a complete and comprehensive report of our 2011 Reader Survey, contact your local Outdoor News Sales Representative found in this newsletter.

HOW TO REACH US: Phone- 1-800-535-5191 • E-mail- mweber@outdoornews.com

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NEW YORK

OHIO

ILLINOIS

Phone- 763-546-4251 Phone- 800-975-3474 Phone- 877-470-3879 Phone- 877-231-5365 Phone- 877-772-2381 Phone- 877-231-5365 Phone- 262-742-5264
Fax- 763-546-5913 Fax- 262-644-7959 Fax- 269-651-9295 Fax- 412-831-6963 Fax- 607-898-5141 Fax- 412-831-6963 Fax- 262-742-2564

www.outdoornews.com

ie said that the ding was \$47 mil- and the President uested a \$5 mil- ncrease, but the lget committee c it down to \$20 lion, more than a percent reduction.



AWCA money is raged, so for ry-dollar spent it uires matching ds from state ncies or non-prof- ervation orga- tions.

Interior Secretary Ken Salazar told National Wildlife Refuge System employees that 128 refuges could be closed under a proposed House budget.

Photo by Tim Eisele

it would also elim- e all funding for perative endan- ed species grants and for neol- ical migratory bird grants. Is : standing up for the wilder- s warrior Teddy Roosevelt?" zar asked. "I think it is scary." nother reduction is State and al Wildlife Grants, which port non-game. The president posed \$95 million; the House lget proposal is \$22 million. he House proposed budget udes a \$146 million reduction

touch refuges, fish hatch- eries, th migratory bird program, and all parts of the Service. The Partners for Fish and Wildlife Program, which works with private landowners would lose \$15 million.

"Our estimate is that we would lose as many as 800 people, and these are mostly permanent employees," Ashe said.

The proposed budget would:

- Cut the U.S. Fish and Wildlife Service by \$506 million, Salazar said, including a \$48 million cut for National Wildlife Refuges, which would result in the loss of about 800 employees.

Refuges, which would result in the loss of about 800 employees.

- Reduce funding for the Partners for Fish and Wildlife Program and eliminate all funding for the Federal Endangered Species Act.

"We estimate that 40,000 volun- teers who help us carry on the conservation work could not be supported and we would end up closing 128 refuges," Salazar said.

"This turns around the clock of our conservation inheritance and throws out the legacy," Salazar said. "We do have a fiscal crisis and are tightening our belt but these cuts are going into the bone."

Ashe believes sportsmen and woman should be outraged about the cuts, and make their feelings known to Congress.

Ivanhoe Resort on Leech Lake

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❖ Local fishing reports on www.visitbemidji.com ❖

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44-29

Outdoor News
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1-800-535-5191

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~ Enjoy breathtaking wildlife and beauty along the Blazing Star Bike Trail, Myre Big Island State Park, Itasca Rock Gardens, and Edgewater Park

~ Tour historical museums, art center, antique shops & stores

Fish Albert Lea Lake for incredible walleye and panfish action - it was listed as a top 7 opening day lake - or Fountain Lake where walleyes, catfish, bass and panfish rule!

Albert Lea CONVENTION AND VISITORS BUREAU

EXPLORE Minnesota

www.albertleatourism.org

Aitkin County Tourism Grant Advisory Committee
Membership List, 1-1-12

District 1 – Wedel

- Alan Monroe, 39902 342nd Lane, Aitkin, MN 56431 a_j_monroe@yahoo.com
- January 1, 2010 through December 31, 2012 – First Term

District 2 – Westerlund

- Laurie Westerlund, 30517 270th Lane, Aitkin, MN 56431
laurie.westerlund@co.aitkin.mn.us
- January 1, 2012 through December 31, 2014 – Second Term

District 3 – Niemi

- Darlene Maciej, PO Box 134, McGrath, MN 56350 darmaciej@yahoo.com
- January 1, 2011 through December 31, 2013 – Second Term

District 4 – Napstad

- Janet Watson, 41286 230th Avenue, McGregor, MN 55760
janet.watson2010@yahoo.com
- January 1, 2012 through December 31, 2014 – First Term

District 5 – Marcotte

- Julie Anne Larkin, PO Box 355, Hill City, MN 55748
julieannelarkin@hotmail.com
- January 1, 2011 through December 31, 2013 – First Term

Aitkin County Tourism Development and Promotion Grant Award History

Year Granted	Grant #	Organization	Grant Amount	Purpose
1995	1	Aitkin County Historical Society	7,500	Recreation and Tourism Guide Books
1995	2	Hill Lake Trail Association	1,000	Trail
1995	3	McGregor Chamber of Commerce	4,500	Tourism Booth
1995	4	Aitkin Chamber of Commerce	600	Phone System Upgrade to handle tourism calls
1995	5	Aitkin Chamber of Commerce	5,000	Printing and distribution of brochures
1995	6	City of Hill City	500	Printing and distribution of brochures
1995	7			
1995	8	McGregor Chamber of Commerce	4,000	Tourism Booth
1995	9	Aitkin Chamber of Commerce	7,500	Advertising and 800#
1995	10	Aitkin County Historical Society	500	Archaeology Week
1997	11	Aitkin Chamber of Commerce	4,838.85	Snowmobile Marketing
1997	12	Mid-Minnesota 150 Sled Dog Race	1,000	Sled Dog Race
1997	13	Aitkin Chamber of Commerce	900	Corn Feed Ad
1997	14	Aitkin Chamber of Commerce	7,100	Print Brochure and Advertising
1997	15	Aitkin Chamber of Commerce	4,868.50	Snowmobile Promotion and Advertising
1997	16	McGregor Chamber of Commerce	4,000	Tourism Booth
1997	17	McGregor Chamber of Commerce	2,000	Tourism Coordinator
1998	18	Aitkin Chamber of Commerce	1,807.73	County Snowmobile Promotion
1998	19	Mid-Minnesota 150 Sled Dog Race	1,000	Sled Dog Race
1998	20	Aitkin Chamber of Commerce	7,000	Advertising
1998	21	McGregor Chamber of Commerce	4,000	Tourism Booth
1998	22	Jaques Art Center	2,030	Superimpressionism Exhibit
1998	23	Mille Lacs Area Tourism	720	Tourism Marketing Video
1998	24	Aitkin County Rivers and Lakes Fair	1,300	Promotion
1999	25	City of McGregor	1,600	Airport Dedication
1999	26	Mid-Minnesota Dog Sled Race	1,000	Sled Dog Race
1999	27	Central Cattlemen's Association	475	4-H Beef Show
1999	28	Aitkin Chamber of Commerce	750	Riverboat Days
1999	29	Aitkin Chamber of Commerce	5000	Advertising
1999	30	McGregor Chamber of Commerce	7,500	Tourism Booth
1999	31	Tamarack Activities Club	750	Hey Days Promotion
1999	32	Aitkin Chamber of Commerce	2000	Snowmobile Promotion Advertising
1999	33	Aitkin County Rivers and Lakes Fair	700	Promotion
1999	34	City of Palisade	500	Brochures
1999	35	Aitkin County Historical Society	540	Advertising
1999	36	Aitkin Jaycee's	1,750	Fishing Contest Promotion
2000	37	McGregor Chamber of Commerce	7,500	Tourism Booth
2000	38	McGregor Jaycee's	1,000	Just Plane Fun and Up North Days
2000	39	Aitkin Chamber of Commerce	7,500	Advertising and Marketing
2000	40	City of Hill City	477.30	Community Profile
2000	41	Central Minnesota Cattleman's Assoc.	175	4-H Beef Show
2000	42	Aitkin Chamber of Commerce	1,597.70	Snowmobile Advertising
2000	43	Aitkin Jaycee's	2,500	Fishing Contest
2000	44	City of Palisade	120	Web Site Development

2001	45	Aitkin Chamber of Commerce	7,500	Advertising and Marketing
2001	46	Aitkin Chamber of Commerce	3,000	Snowmobile Advertising
2001	47	McGregor Chamber of Commerce	7,500	Tourism Booth
2001	48	Aitkin County Historical Society	550	Post Cards and Web Site
2001	49	Aitkin Chamber of Commerce	1,500	Fish House Parade
2001	50	Aitkin Jaycees	1,750	Fishing Contest
2002	51	Mid-Minnesota 150 Sled Dog Race	1,500	Sled Dog Race
2002	52	McGregor Chamber of Commerce	7,500	Tourism Booth
2002	53	Aitkin Chamber of Commerce	7,500	Advertising and Marketing
2002	54	Aitkin Chamber of Commerce	3,500	Snowmobile Advertising
2002	55	Aitkin Chamber of Commerce	3,000	Crappie USA Tourney
2003	56	Palisade Mid-Winter Festival	300	Mid-Winter Festival
2003	57	Aitkin Jaycees	1,350	Fishing Contest
2003	58	Mid-Minnesota 150 Sled Dog Race	1,000	Sled Dog Race
2003	59	McGregor Chamber of Commerce	7,500	Tourism Booth
2003	60	Aitkin Chamber of Commerce	7,500	Advertising and Marketing
2003	61	Tamarack Hey Days	300	Hey Days
2003	62	Palisade Mid-Winter Festival	400	Mid-Winter Festival
2003	63	Aitkin Chamber of Commerce	2,366.70	Snowmobile Advertising
2004	64	Jaques Art Center	300	Fresh Fish Exhibit
2004	65	Aitkin Chamber of Commerce	7,500	Advertising and Marketing
2004	66	McGregor Chamber of Commerce	7,500	Tourism Booth
2004	67	Mid-Minnesota 150 Sled Dog Race	850	Sled Dog Race
2004	68	McGregor Chamber of Commerce	1,473	Brochure Development
2004	69	Aitkin Chamber of Commerce	1,473	Snowmobile Advertising
2004	70	Hill City Chamber of Commerce	800	Wild Game – Fishing Contest
2004	71	Jaques Art Center	250	Juried Art – Ex – Fowl Play
2005	72	Jaques Art Center	2,000	2005 Advertising Campaign
2005	73	Hill City Chamber of Commerce	2,500	Tourism booth, signage, website
2005	74	McGregor Chamber of Commerce	2,500	Tourism booth
2005	75	Tamarack Hey Days	500	Banners
2005	76	Jaques Art Center	1,500	Adv. Riverboat Art Fest
2005	77	Aitkin Chamber of Commerce	3,773	Snowmobile Advertising
2005	78	Palisade Community Improvement C.	500	Midwinter Festival
2005	79	Friends of Rice Lake Refuge	2,500	Aitkin County Bird Trail Brochure
2005	80	Wild Encounters	2,000	1 st Annual Birding Festival
2005	81	Ball Bluff Township	375	Vintage Snowmobile Run
2006	82	McGregor Area Historical Society	150	Brochure, Adv. For Wild Rice Day Booth
2006	83	McGregor Chamber of Commerce	2,500	Advertising, Wild Rice Days
2006	84	Aitkin Chamber of Commerce	5,000	2006 County Marketing Campaign
2006	85	Jaques Art Center	1,060	Distribution of 2006 Program Booklet
2006	86	Aitkin Chamber of Commerce	3,709.50	2006/2007 Snowmobile Advertising
2006	87	Jaques Art Center	3,000	Billboard Advertising
2007	88	Aitkin Chamber of Commerce	3,000	Tourism Advertising
2007	89	McGregor Chamber of Commerce	2,000	Fishing Contest Promotion
2007	90	McGregor Chamber of Commerce	3,000	Travel Information Center
2007	91	Jaques Art Center	2,500	Twin City Advertising Campaign
2007	92	Aitkin Area Chamber of Commerce	1,800	Snowmobile Advertising

2007	93	Advancing Rural Talents (ARTS)	400	McGregor Music Festival
2008	94	Palisade Community Improvement Co.	500	20 th Mid Winter Festival
2008	95	McGregor Chamber of Commerce	5,000	WSA Pro Ice Racing
2008	96	Hill City Chamber of Commerce	3,000	All Class Reunion
2008	97	Dwelling in the Woods	1,500	Wetland Nature Walk Days
2008	98	McGrath Historical Committee	200	Promote McGrath Centennial Book
2008	99	McGrath Historical Committee	550	Promote 4 th of July and Historical
2008	100	Aitkin County Ag Society	1,200	Promote County Fair Rodeo
2008	101	City of Tamarack	250	Promote 4 th of July
2008	102	Hill City Chamber of Commerce	1,050	Arts in the Park
2008	103	Tamarack Activity Club	1,433	Expand Hey Day Advertising
2008	104	Aitkin Chamber of Commerce	3,000	Snowmobile Advertising
2008	105	Jaques Art Center	4,600	2009 Advertising Campaign
2008	106	Aitkin Co. Economic Development	3,900	Market Area Profiles
2009	107	Aitkin Chamber of Commerce	1,500	MN Gateways Advertising
2009	108	Hill City Chamber of Commerce	5,000	Summer Events Advertising
2009	109	McGregor Chamber of Commerce	3,800	Web Site Mgmt. Postage & Distribution
2009	110	McGrath Historical Committee	1,750	Museum Exhibit Promotion
2009	111	Palisade Community Improvement	500	River Fest Promotion
2009	112	Tamarack Activity Club	1,200	Hey Day Advertising/Promotion
2009	113	City of McGregor	600	Fly In Promotion, Trail Signage
2009	114	Aitkin Jaycees	1,000	Ice Fishing Contest
2009	115	Upper Miss. Cert. Wood Prod. Group	750	Living Green Expo Booth
2009	116	Jaques Art Center	1,181	2010 Advertising
2009	117	Tourism Committee, Aitkin County	2,330	Snowmobile Advertising
2010	118	Aitkin Area Chamber of Commerce	2,850	Commerce and Sport Show Promotions
2010	119	City of Tamarack	630	4 th of July Advertising
2010	120	Aitkin County Ag Society	1,200	2010 County Fair Adv, Promo
2010	121	McGrath Historical Committee	1,750	4 th of July, Threshing Show Exhibit Adv.
2010	122	Aitkin County Historical Society	650	New Brochures
2010	123	Aitkin County	4,635	Snowmobile Advertising
2010	124	Tamarack Activities Club	3,000	50 th Annual Hey Day Promotion
2010	125	Aitkin Riverboat Capt. & Queen Assoc	550	Renovate Riverboat Float
2010	126	McGrath Historical Committee	2,000	Promote Events, brochure printing
2010	127	Aitkin Area Chamber of Commerce	2,735	Fish House Parade promotion, advertising
2011	128	Aitkin Area Chamber of Commerce	2,500	2011 Aitkin Area Sports & Commerce Show
2011	129	Aitkin County Historical Society	485	2011 Discovery Rack Subscription
2011	130	Jaques Art Center	1,800	Century of Service Birthday Party
2011	131	City of Tamarack	1,885	4th of July Celebration
2011	132	Tamarack Activities Club	2,000	Annual Hey Days
2011	133	Aitkin Area Chamber of Commerce	3,550	Riverboat Days Advertising
2011	134	McGrath Historical Committee	1,210	Promote Display at Logging & Threshing Show
2011	135	Aitkin County Economic Development	2,060	Signage & Advertising Northwoods ATV
2011	136	Aitkin Area Chamber of Commerce	4,510	2011 Fish House Parade Promotion