

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



To: Chairperson, Aitkin County Board of Commissioners      Date: 5/15/12  
Via: Patrick Wussow, County Administrator  
From: Ross Wagner, Economic Development & Forest Industry Coordinator  
Title of Item: Aitkin County Tourism Grant Advisory Appointment  
Requested Meeting Date: May 22, 2012 Estimated Presentation Time: 15 Minutes  
Presenter: Ross Wagner

**Type of Action Requested** (check all that apply)

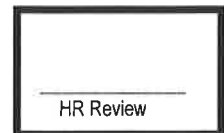
- For info only, no action requested       Approve under Routine Business
- For discussion only with possible future action       Adopt Ordinance Revision
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt 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

**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:** May 16, 2012

**SUBJECT: Aitkin County Tourism Grants**

On May 9th the Aitkin County Tourism Grant Advisory Committee met and reviewed the following grant applications;

- Aitkin County Historical Society, \$530.00, Discovery Rack Subscription.
- Jaques Art Center, \$4,964.00, Year Round Advertising Program.
- Aitkin Area Chamber of Commerce, \$5,000.00, Aitkin Riverboat Heritage Days.
- McGrath 4<sup>th</sup> of July Committee, \$1,552.00, 4<sup>th</sup> of July Promotion.

Aitkin County Historical Society, recommendation is to award requested amount of \$530.00. Grant would allow the Historical Society to place their brochures in 30 Discovery Racks in the Aitkin, Crow Wing and Cass county areas.

Jaques Art Center, recommendation is to award \$2,124 of the requested amount of \$4,964. Committee members felt that the budgeted items of New Brochures and Aitkin Street Banners should come from other sources or done in house. Committee also felt the request for 3 Explore MN advertisements be pared down to one with the idea that the Jaques could re-apply in the future for Explore MN advertising.

Aitkin Area Chamber of Commerce, recommendation it to award \$3,500 of the requested amount of \$5,000. Committee felt that new venues being tried needed promotion, but did question the effectiveness of the Charter Cable TV advertising to bring in new visitors. The recommendation is slightly less than the award of last year and is to allow the chamber to purchase the advertising in the budget as they see fit.

McGrath 4<sup>th</sup> of July Committee, recommendation is to award requested amount of \$1,552. Previously an award for a cross-promotion of the 4<sup>th</sup> of July and Threshing Show was made, this is the first one to promote the 4<sup>th</sup> of July events only. Committee felt this was good event that would draw people to the southern part of Aitkin County.

A total of \$12,046.00 was requested with the recommendation to award \$7,706.00, if approved, would leave a balance of \$6,544.00.

**Aitkin County Tourism Grant Advisory Committee**  
**Application for Tourism Development and Promotion Grants**  
**January 1, 2011 - December 31, 2011**

**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: January 14<sup>th</sup>, April 29<sup>th</sup>, July 22<sup>nd</sup> and November 10<sup>th</sup>. 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 4<sup>th</sup> 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 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: 2012/13 DISCOVER RACKS SUBSCRIPTION  
Date(s) of Program: 2012 Location of Program: MOSTLY OUTSIDE AITKIN COUNTY  
Organization/Community Name: AITKIN COUNTY HISTORICAL SOCIETY  
Person in Charge of Project: GREG LEACH  
Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):  
P.O. BOX 215, AITKIN, MN 56431  
Contact Person's Phone #: (218) 927-3348  
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? YES  
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 Collect, PRESERVE AND SHARE  
INFORMATION AND ARTIFACTS PERTAINING TO AITKIN CO. HISTORY

**2. FUNDING:**

Amount requested from Aitkin County Tourism (ACTGAC) \$ 530<sup>00</sup>  
(Minimum \$100.00, maximum request is \$5,000.00)  
Amount of your organization's match \$ 100<sup>00</sup>  
Total projected budget \$ 630<sup>00</sup>

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.

WE HOPE TO CONTINUE TO DRAW VISITORS TO THE MUSEUM FROM OUTSIDE OF AITKIN CO. BY PLACING OUR BROCHURES IN DISCOVER RACES SURROUNDING AITKIN, GRANT FUNDS USED TO HELP PAY FOR PLACEMENT

Explain how your project will bring visitors to Aitkin County.

PLACING OUR BROCHURE IN LOCATIONS OUTSIDE OF AITKIN COUNTY WILL DRAW VISITORS TO THE AREA TO EXPLORE NOT ONLY THE MUSEUM BUT THE ENTIRE AREA.

Please list media you intend to use, if any.

NONE

List target markets:

Where – geographic areas (s)

SOUTH, WEST AND NORTH

OF AITKIN COUNTY

List target audience:

Who – type of group or activity

PEOPLE LOOKING FOR

SOMETHING TO DO.

Please estimate what percentage will come from: Your local community and surrounding area: 45%  
 From other communities in Minnesota: 50%  
 From outside of Minnesota: 5%

Please estimate the number of people who will come from: Your local community and surrounding area: 1350  
 From other communities in Minnesota: 1500  
 From outside of Minnesota: 150

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
<u>BROCHURE PLACEMENT</u>	<u>530.00</u>	<u>100.00</u>	<u>630.00</u>
<b>TOTALS</b>	<u>530.00</u>	<u>100.00</u>	<u>630.00</u>

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 2<sup>nd</sup> 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: 4/13/12

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
<i>DISCOVER RACKS</i>			
<i>(30 LOCATIONS)</i>	<i>530.00</i>	<i>100.00</i>	<i>630.00</i>
<b>Totals</b>	<i>530.00</i>	<i>100.00</i>	<i>630.00</i>

### 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
<b>TOTALS</b>	<b>\$1,500.00</b>	<b>\$100.00</b>	<b>\$1,600.00</b>

Subscriber: ACHS Tel.: (218) 927-3348 Contact: GREG LEACH  
 Mailing Address: P.O. Box 215 City: AITKIN State: MN Zip: 56431

**ADVERTISING SUBSCRIPTION AGREEMENT**

Discover Racks agrees to provide distribution and display of advertising materials for the above identified subscriber in accordance with the subscription options selected below:

**1. Pick your locations.**

Choose the locations that best target your market.  
 Please do not choose competitor's sites.

30  
 Number of locations

**2. Determine the size of your material and monthly rate.**

- Standard**  
(tri-fold) Up to 4" wide.
- Half sheet**  
(bi-fold) Up to 6" wide.
- Full Size**  
(portrait) Up to 9" wide.
- Oversize**  
(landscape) Up to 14" wide.

2012 Monthly Subscription Rate Table			
(per Discover Rack location, per Month)			
Style / Size	Three Months	Six Months	Twelve Months
Standard	\$4.50	\$3.50	<del>\$3.00</del> <sup>2.50</sup>
Half sheet	\$5.50	\$4.50	\$4.00
Full Size	\$6.50	\$5.50	\$4.50
Oversize	\$7.00	\$6.00	\$5.00

**3. Compute your subscription fee.**

**Discounts (Min. 10 locations):**

- Full Payment - 10% Off
- 501(c)3 non profit - 10% Off
- 30+ locations - 10% Off
- 50+ locations - 10% Off
- 70+ locations - 10% Off

<u>2.50</u> x <u>30</u> x <u>12</u> =	<u>900.00</u>
Monthly Rate    No. of locations    No. of Months	
<u>30%</u> Discounts =	<u>270.00</u>
<b>Subscription Fee =</b>	<u>630.00</u>

**Payment Terms:** Subscription fees must be paid prior to the beginning of the month(s) of service. **Other Terms:** Subscription fees not paid by end of month preceding month of service will result in advertising materials removed from distribution. Notification of withdrawal action will be made. Advertiser's materials will be restored to distribution upon receipt of payment. Materials will be returned upon request at termination of subscription. Either party may terminate this agreement at the end of service subscription.

Central Lakes Advertising Distributors reserves the right to refuse service.

Tel.: 218-821-9280  
 Fax.: 218-543-4916

Ship to: Central Lakes Advertising Distributors  
 34988 Co. Rd. 39, Pequot Lakes, MN 56472

Mail to: **Discover Racks**  
 35382 Pine Terrace Rd.  
 Crosslake, MN 56442

Signature: [Handwritten Signature]

Date: 4-13-12

# 101 Discover Rack Locations

## Attractions

Bear Pause Theater – Hackensack  
 Boardwalk Scoops - Pequot Lakes (May - Sep)  
 Brainerd Civic Center – Brainerd  
 Brainerd International Raceway – East Gull Lake  
 Brainerd Lakes Regional Airport – Brainerd  
 Central Lakes College – Brainerd  
 FitQuest Complex – Baxter  
 Franklin Arts Center – Brainerd  
 Hallett Community Center – Crosby  
 Jack's House – Brainerd  
 Jaques Art Center – Aitkin  
 Northern Lights Casino & Hotel – Walker  
 Northland Arboretum – Brainerd  
 Paul Bunyan Land – Brainerd (May – Sep)  
 Pine Grove Zoo – Little Falls (Apr – Oct)  
 Sunset Cinema – Pequot Lakes

## Coffee Houses

Coco Moon Coffee Bar – Brainerd  
 Petals & Beans – Nisswa  
 The Beanery – Aitkin

## Commercial & Retail

Artists Mall of Walker – Walker  
 Barstock Liquors – Crosslake  
 Baxter Liquor Mart – Baxter  
 Chamber of Commerce – Pine River  
 Fun Sisters – Walker  
 Gander Mountain – Baxter  
 Mark's Market – Hackensack  
 MyLakeGuide.com - Walker  
 Rustic River – Emily  
 S&W Bait/Nisswa Guides League - East Gull Lake  
 Shwiky Meats – Brainerd  
 Walker Bay Spirits – Walker  
 Westgate Mall – Baxter

## Gas & Convenience Stores

A-Pine Express – Pequot Lakes  
 Belle Prairie Junction – Little Falls  
 Corner Store - Sylvan Township  
 Freedom Value Center – East Gull Lake  
 JM Speedstop – Jenkins  
 Moonlite Square – Crosslake  
 Petro Plus – Pillager  
 The "Y" Store - Merrifield

## Lodging

America's Best Value Inn – Brainerd  
 AmericInn – Baxter  
 AmericInn – Pequot Lakes  
 AmericInn – Walker  
 Breezy Point Leisure Suites – Breezy Point  
 Causeway on Gull - Lakeshore  
 Cedarwood Motel – Pine River  
 Chapparel Bunkhouse – Merrifield  
 Country Inn & Suites – Deerwood  
 Country Inn & Suites – Walker  
 Crossings Inn & Suites by GrandStay – Baxter  
 Days Inn – Nisswa

Deerwood Motel - Deerwood  
 Garrison Inn – Garrison  
 Holiday Inn Express & Suites – Baxter  
 Longville Inn – Longville  
 Manhattan Beach Lodge – Manhattan Beach  
 Nisswa Motel – Nisswa  
 Pine Peaks Lodge – Crosslake  
 Rapid River Lodge – Comfort Suites - Baxter  
 Rodeway Inn - Baxter  
 Rodeway Inn – Pine River  
 Super 8 Motel – Baxter  
 The Brainerd Hotel & Conference Center – Brainerd  
 The Lodge at Brainerd Lakes – Baxter  
 Whitefish Lodge – Crosslake

## Restaurants & Bars

40 Club – Aitkin  
 Billy's – Breezy Point  
 Bites - Pine River  
 Black & White – Little Falls  
 Black Bear Lodge & Saloon – Baxter  
 Bonanza Family Restaurant – Baxter  
 Charlie's Up North – Walker  
 China Buffet – Baxter  
 China Garden – Baxter  
 Diamond Dave's Pizza - Garrison  
 Ernie's on Gull Lake – Brainerd  
 Ganley's Restaurant – Nisswa  
 Giovanni's – Brainerd  
 Giovanni's – Pequot Lakes  
 Lucette's Pizza & Pub – Hackensack  
 Lucky Moose Bar & Grill – Walker  
 Maucieri's Italian Bistro– Crosslake  
 Mayson's – Pequot Lakes  
 Moonlite Bay Restaurant – Crosslake  
 Northwest Pizza – Brainerd  
 Patrick's Fine Dining - Longville  
 Pine Peaks Restaurant – Breezy Point  
 Pine Peaks Restaurant – Crosslake  
 Prairie Bay – Baxter  
 Prime Time Food & Spirits – Breezy Point  
 Rafferty's – Crosslake  
 Rafferty's – Nisswa  
 Riverside Inn – Crosslake  
 Sawmill Inn – Brainerd  
 The Chap – Merrifield  
 The Lodge Bar & Grill – Baxter  
 Zorbaz on Gull – Lakeshore

## Employee Access

A-TEK Manufacturing – Brainerd  
 Clow Stamping Company (2) – Merrifield  
 Landis Gyr – Pequot Lakes

**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 1<sup>st</sup>, May 1<sup>st</sup>, July 1<sup>st</sup> and November 1<sup>st</sup>. 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 4<sup>th</sup> 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 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** *Promoting Tourism with Advertising*

**Project Name:** \_\_\_\_\_  
**Date(s) of Program:** *May 31, 2012*  
**Location of Program:** *Jaguas Art Center*  
**Organization/Community Name:** *Jaguas Art Center*  
**Person in Charge of Project:** *Linda Zasmeta*  
**Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):**  
*121 Second St. N.W. - Aitkin, MN 56431-1319*  
**Contact Person's Phone #:** *218-927-3463*  
**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?** *Yes*  
 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 JAC mission is to create + present exhibits, workshops, seminars + programming\**

2. **FUNDING:**  
 Amount requested from Aitkin County Tourism (ACTGAC) \$ *4964.00*  
 (Minimum \$100.00, maximum request is \$5,000.00)  
 Amount of your organization's match \$ *136.00*  
**Total projected budget** \$ *5100.00*

*\* in the arts for people of all ages and backgrounds  
 The organization collects and publically presents the art of F. L. Jagues and his wife, Florence Page Jagues*



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 funding will help provide an audience beyond Aitkin City an awareness of what the TAC & Aitkin City has to offer tourists.*

Explain how your project will bring visitors to Aitkin County.

Please list media you intend to use, if any.

*See below*

List target markets:

Where - geographic areas (s)

*Twin Cities - Metro Area  
Statewide & out of state*

List target audience:

Who - type of group or activity

*(Vacationers) & Visitors  
Lake residents & their guests*

Please estimate what percentage will come from: Your local community and surrounding area: 55%  
From other communities in Minnesota: 35%  
From outside of Minnesota: 10%

Please estimate the number of people who will come from: Your local community and surrounding area: 4880  
From other communities in Minnesota: 2045  
From outside of Minnesota: 690

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
EXPLORE MINN. (3 ED.) (FALL - WINTER - SPRING)	1710.00		
DISCOVER RACK	660.00		
NEW BROCHURE - Celebrate the Arts	1300.00	136.00	
Grand Rapids Herald	75.00		
Aitkin Age Year quills	359.00		
Crossing Arts Alliance	100.00		
Public Radio KAYE	360		
TOTALS Aitkin Chamber BANNERS	500		5100.00

TOTAL 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 2<sup>nd</sup> 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 *Rosala Zarnela* Date: *4/27/12*

How our project will bring visitors to Aitkin County:

1. A year round advertising program to highlight exhibits, educational opportunities and events by The JAC in a variety of media that piques the interest of visitors to visit us. Some examples are: The Klein Air painting Event (July) and the Xmas Marketplace bring visitors from a broad area.
2. We do work with the Aitkin Chamber, the Aitkin Cty Hist Soc. and the Friends of the Arts in coordinating a variety of shows and events.
3. By advertising to Greater Minnesota the JAC information reaches a broader audience to promote special exhibits, events & unique events like the Xmas Marketplace. After we have visitors from Duluth & The Cities for our teas etc. The Golf event also brings a different group of visitors to the area. We also have many visitors during the Fish House Parade for cider & donuts.

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
EXPLORE MN ADVER. in Fall-Winter & Spring (ed)			
(5570.00 x 3)	\$1710.00		
DISCOVER RACKS			
12 month contract	660.00		
New BROCHURE FOR ABOVE "CELEBRATE ARTS	1300.00		
GRAND RAPIDS HERALD Visitor's Guide Match	75.00		
Aitkin AGE Fun Guide	359.00		
CROSSING ARTS ALLIANCE BRAINEED ADVER.	100.00		
PUBLIC RADIO KAYE Monthly Adver.	360.00		
Aitkin Chamber STREET BANNERS	500.00		
<b>Totals</b>	<b>\$4964.00</b>	<b>\$136.00</b>	<b>\$5100.00</b>

### 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
<b>TOTALS</b>	<b>\$1,500.00</b>	<b>\$100.00</b>	<b>\$1,600.00</b>

Websites:

1. We have our own - Jagers Art Center
2. Explore Minnesota
3. KAYE
4. CROSSING ARTS ALLIANCE (Brainerd)
5. Aitkin AGE website
6. GRAND RAPIDS HERALD website



Aitkin Area Chamber of Commerce  
P.O. Box 127  
10 3<sup>rd</sup> Street N.E.  
Aitkin, MN 56431  
[upnorth@aitkin.com](mailto:upnorth@aitkin.com)  
[www.aitkin.com](http://www.aitkin.com)  
218-927-2316

April 23, 2012

Ross Wagner, Economic Development & Forest Industry Coordinator  
Aitkin County  
217 2<sup>nd</sup> St NW Room 131  
Aitkin, MN 56431

Mr. Wagner;

Thank you for the opportunity to request Grant funds for the Aitkin Area Chamber of Commerce "Riverboat Heritage Days".

The Aitkin Chamber has made important changes over the last year that will greatly impact the organization and benefit the businesses in the Aitkin County area. On January 23, 2012, I was hired as the new Executive Director. I have been active in the community for a long time, but accepting this role has allowed me to have a more direct impact on the Chamber and the Aitkin County community that the Chamber serves.

"Riverboat Heritage Days" is going through some improvements this year as well.

- Thursday Night – Captain & Queen coronation
- Friday Night – Miss Aitkin Scholarship Program
- Saturday
  - Rib Cook-off, Riverside Pub – All afternoon event
  - Craft Fair – American Legion hosting, over 30 different vendors with home crafted specialties. Bean Bag tournament. Music, food and beverages available. All afternoon event. To illustrate the increase in size, consider that last year the Chamber was only able to host 7 booths in the Bremer Bank Park.
  - Kiddie Parade – 4:30pm, hosted by the Riverboat Lions
  - Grand Parade – 5:00pm, hosted by the Riverboat Lions (the Shriners are coming back with their big float this year!)
  - Music and Entertainment – The Riverside Pub is hosting the Street dance this year! New bands and new location of the event is sure to drive interest.
- Sunday – Pancake breakfast, Car Show and Bratwurst Lunch at St. James Catholic Church. This event gets bigger and bigger each year and continues to bring new people into town.

By utilizing our partnership with the other Service Organizations in the area, we are trying to increase Aitkin's visibility as one of the "Go To" cities in the Northland.

The Chamber is looking to increase the advertising in Greater Minnesota to increase market saturation in new areas of the State to showcase Riverboat Heritage Days.

The Aitkin Area Chamber of Commerce is always striving to increase community interest with the goal of helping businesses Start, Succeed and Grow. A strong business sector is one of the most important aspects of a healthy community.

Thank you for the opportunity and I hope you consider the changes and improvements that our organization and this event have gone through for the betterment of Aitkin.

Sincerely;

A handwritten signature in black ink, appearing to read "M Hill", with a long horizontal flourish extending to the right.

Matthew Hill  
Executive Director  
Aitkin Area Chamber of Commerce  
P.O. Box 127  
Aitkin, MN 56431  
218-927-2316

**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 1<sup>st</sup>, May 1<sup>st</sup>, July 1<sup>st</sup> and November 1<sup>st</sup>. 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 4<sup>th</sup> 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 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:** Aitkin's Riverboat Heritage Days

**Date(s) of Program:** August 2-5, 2012

**Location of Program:** Downtown Aitkin

**Organization/Community Name:** Aitkin Area Chamber of Commerce

**Person in Charge of Project:** Matthew Hill, Executive Director, Aitkin Area Chamber of Commerce

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

P.O. Box 127 Aitkin, MN 56431

**Contact Person's Phone #:** 218-927-2316

**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? Yes**

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 Aitkin Area Chamber of Commerce represents over 200 businesses in the County of Aitkin. The Chamber is dedicated to Community Development, Increasing Tourism and offering Marketing and Networking Opportunitues for our members.

**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.**

Attract new visitors to the Aitkin Area for the event to increase the possibility of getting new customers for existing businesses, attracting new businesses and ultimately having new residents in Aitkin County. To do this we need to expand our advertising market to many other counties outside of Aitkin. Grant funds will allow us to expand our target market and reach more audiences.

**Explain how your project will bring visitors to Aitkin County.**

By advertising Aitkin's Riverboat Heritage Days, we will bring awareness to more target markets and target audiences whom may not have visited the Aitkin Area before or know what it has to offer.

**Please list media you intend to use, if any.**

Radio, Newspaper, Internet, TV, Shoppers

**List target markets:**

**Where – geographic areas (s)**

Aitkin and surrounding Counties, including  
Crow Wing, Kanabec, Itasca, Carlton, Pine,  
St Louis, Mille Lacs and Cass

**List target audience:**

**Who – type of group or activity**

Families of various ages, sportsmen and women

**Please estimate what percentage will come from:**

Based on June 2009 Market Area Profile Study  
By John Bennett @ U of M Extension office

**Please estimate the number of people who will come from:**

**Your local community and surrounding area:** 80%

**From other communities in Minnesota:** 19%

**From outside of Minnesota:** 1%

**Your local community and surrounding area:** 6,000

**From other communities in Minnesota:** 1425

**From outside of Minnesota:** 75

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
Parade		1000.00	1000.00
Insurance		700.00	700.00
Advertising	4900.00		4900.00
Licenses/fees		100.00	100.00
Promotions/printing	100.00	500.00	600.00
Portable toilets		400.00	400.00
General		350.00	350.00
<b>TOTALS</b>	<b>5,000.00</b>	<b>3,050.00</b>	<b>8,050.00</b>

**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 2<sup>nd</sup> 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 Matthew Aitkin Ex. Dir. Date: 4/23/12

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
Advertising, Aitkin Age	150.00	100.00	250.00
Advertising, Brainerd Dispatch	350.00		350.00
Advertising, Bargain Hunter	300.00		300.00
Advertising, Mille Lacs Messenger	350.00		350.00
Advertising, the Advertiser	250.00		250.00
Advertising, Northland Press	250.00		250.00
Advertising, KKIN	250.00		250.00
Advertising, WJJY	360.00		360.00
Advertising, KLIZ	288.00		288.00
Advertising, KBLB	288.00		288.00
Advertising, KUAL	214.00		214.00
Advertising, KLKS	300.00		300.00
Advertising, 3WI	300.00		300.00
Advertising, KOZY	250.00		250.00
Advertising, Charter Cable TV	1000.00		1000.00
Promotion, Website Updates	100.00		100.00
<b>Totals</b>	<b>5,000.00</b>		<b>5,100.00</b>

### 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
<b>TOTALS</b>	<b>\$1,500.00</b>	<b>\$100.00</b>	<b>\$1,600.00</b>



# 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 1<sup>st</sup>, May 1<sup>st</sup>, July 1<sup>st</sup> and November 1<sup>st</sup>. 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 4<sup>th</sup> 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 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: 4<sup>th</sup> of July at McGrath  
Date(s) of Program: 4<sup>th</sup> of July Location of Program: McGrath  
Organization/Community Name: McGrath 4<sup>th</sup> of July Committee  
Person in Charge of Project: Steve Bartelma  
Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):  
14788 State Hwy 65  
Contact Person's Phone #: 612-390-4307  
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 4<sup>th</sup> of July celebration  
for city of McGrath

2. FUNDING:  
Amount requested from Aitkin County Tourism (ACTGAC) \$ 1552.<sup>00</sup>  
(Minimum \$100.00, maximum request is \$5,000.00)  
Amount of your organization's match \$ 100.<sup>00</sup>  
Total projected budget \$ 1652.<sup>00</sup>

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 ads will have events listed and announce the dance that is in the planning at McGrath Bar + Cafe the evening before on the 3<sup>rd</sup>.

Explain how your project will bring visitors to Aitkin County.

As a community Reunion, it will be to notify the event and that the big event continues.

Please list media you intend to use, if any.

Radio + papers

List target markets:  
Where – geographic areas (s)

Surrounding areas

List target audience:  
Who – type of group or activity

Open to everyone

Please estimate what percentage will come from: Your local community and surrounding area: 65%  
From other communities in Minnesota: 30%  
From outside of Minnesota: 5%

Please estimate the number of people who will come from: Your local community and surrounding area: 1600  
From other communities in Minnesota: 750  
From outside of Minnesota: 50

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
KKIN Ad	150.00		150.00
Shirts Plus Buttons	4500.00	100.	5000.00
MLM, Age + Bargain Hunt	550.00		550.00
Additional Advertising	452.00		452.00
Break Fast		160.	160.
Entertainment		1150.	1150.
Fire works		3500.	3500.
Plaques		115.	115.
<b>TOTALS</b>	<u>1552</u>	<u>5025.00</u>	<u>\$ 6577.00</u>

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 2<sup>nd</sup> 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 Steve J. Bartelme

Date: 5-1-12

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
Voyager Press	140 <sup>00</sup>		140
KBEK	100 <sup>00</sup>		100
MM, Age, B. Hunter	550 <sup>00</sup>		550
KKW	150 <sup>00</sup>		150
Shirts Plus Buttons	400 <sup>00</sup>	100 <sup>00</sup>	500
Kanabec City Times + Advertisers	212 <sup>00</sup>		212
<b>Totals</b>	<b>1552.<sup>00</sup></b>	<b>100<sup>00</sup></b>	<b>1652.<sup>00</sup></b>

**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
<b>TOTALS</b>	<b>\$1,500.00</b>	<b>\$100.00</b>	<b>\$1,600.00</b>

## McGrath 4th of July

2011

Beginning Balance	\$ 2645.28
Income:	
Booths	\$ 270.00
Buttons	1432.00
Bartelma	200.00
Fire Dept	3000.00
Williams Township	400.00
White Pine Township	175.00
ECE	100.00
Interest	2.12
	<u>\$ 5479.12</u>

Expenses:	
pancake Breakfast	\$ 159.97
Button winners	175.00
Magiz Show	495.00
Holker Family	650.00
Fireworks	3500.00
DJ	175.00
Shirts Plus Plaques	115.43
Shirts Plus Buttons	487.53
KKIN	150.00
Mystery Guesses	10.00
	<u>\$ 6067.93</u>

Ending Balance	\$ 2056.47
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VFW donated \$50 to Kiddie parade  
 City of McGrath paid Trash Bill &  
 porta-potty Bill

# 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 <sup>st</sup> 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 <sup>th</sup> 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 <sup>th</sup> of July and Historical
2008	100	Aitkin County Ag Society	1,200	Promote County Fair Rodeo
2008	101	City of Tamarack	250	Promote 4 <sup>th</sup> 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 <sup>th</sup> of July Advertising
2010	120	Aitkin County Ag Society	1,200	2010 County Fair Adv, Promo
2010	121	McGrath Historical Committee	1,750	4 <sup>th</sup> 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 <sup>th</sup> 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





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

District 1 – Wedel

- Alan Monroe, 39902 342<sup>nd</sup> Lane, Aitkin, MN 56431 [a\\_j\\_monroe@yahoo.com](mailto:a_j_monroe@yahoo.com)
- January 1, 2010 through December 31, 2012 – First Term

District 2 – Westerlund

- Laurie Westerlund, 30517 270<sup>th</sup> Lane, Aitkin, MN 56431  
[laurie.westerlund@co.aitkin.mn.us](mailto: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](mailto:darmaciej@yahoo.com)
- January 1, 2011 through December 31, 2013 – Second Term

District 4 – Napstad

- Janet Watson, 41286 230<sup>th</sup> Avenue, McGregor, MN 55760  
[janet.watson2010@yahoo.com](mailto: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](mailto:julieannelarkin@hotmail.com)
- January 1, 2011 through December 31, 2013 – First Term