

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



To: Chairperson, Aitkin County Board of Commissioners Date: 7/16/12
Via: Patrick Wussow, County Administrator
From: Ross Wagner, Economic Development & Forest Industry Coordinator
Title of Item: Aitkin County Tourism Grants
Requested Meeting Date: July 24, 2012 Estimated Presentation Time: 10 Minutes
Presenter: Ross Wagner

Type of Action Requested (check all that apply)

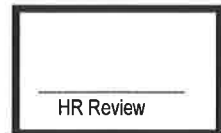
- For info only, no action requested Approve under Routine Business
- For discussion only with possible future action Adopt Ordinance Revision
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt proposal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

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

Email: rwagner@co.aitkin.mn.us

TO: Aitkin County Board of Commissioners

FROM: Ross Wagner, Economic Development & Forrest Industry Coordinator

DATE: July 16, 2012

SUBJECT: Tourism Grants

Aitkin County received three applications for Tourism Grant Funds with committee recommendations below. There is \$7,500 requested and \$6,544.00 available.

- Aitkin Area Chamber Retail Committee, promote and advertise Moonlight Madness event, \$1,000.00 requested.
- Aitkin Area Chamber of Commerce, promote and advertise World Famous Fish House Parade, \$5,000.00 requested.
- Tamarack Hey Day Committee, promote and advertise Tamarack Hey Days, \$1,500.00 requested.

Aitkin Retail Committee, request is for \$1,000.00 and the committee recommendation is \$1,000.00. This event has not been funded in the past and the retail committee is attempting to build this into something that will draw visitors from out of the area. The committee did place a condition that advertising be for the Moonlight Madness Event and not individual establishments.

Aitkin Area Chamber of Commerce, request is for \$5,000 and the committee recommendation is \$2,500. This is a good event that brings people into the area. However, this event has been funded in the past; committee felt that one-half of the request was appropriate. Grant Committee noted that perhaps more funds should be raised locally for advertising and would like to see the money spent in the non-local publications, though not a requirement.

Tamarack Hey Day Committee, request is for \$1,500 and the committee's recommendation is for \$1,000.00. Similar to the Aitkin Chamber Fish House Parade request, the committee felt that the grant amount should be reduced from previous requests when new events or other items were added to Hey Day's.

If approved as recommended there would be \$2,044 remaining in the fund with one more application deadline, November 1st.



Aitkin Area Chamber of Commerce
P.O. Box 127
10 3rd Street N.E.
Aitkin, MN 56431
upnorth@aitkin.com
www.aitkin.com
218-927-2316

June 25, 2012

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

Mr. Wagner;

Thank you for the opportunity to request Grant funds for the Aitkin Area Retail Committee "Moonlight Madness Event".

I wanted to take a moment to explain our application. The "Aitkin Area Retail Committee" is under the umbrella of the "Aitkin Area Chamber of Commerce", but has and maintains its own budget and checking account. It is its own entity and members are not required to be "Chamber Members" to participate in its events.

The Aitkin Area Retail Committee has other events that put on, Ladies Night Out, Crazy Days and Kiss it Goodbye. These events are promoted by the local retailers with their own fundraising.

Sincerely;

A handwritten signature in black ink, appearing to read "Matthew Hill". The signature is fluid and cursive, written over a horizontal line.

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 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 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: Moonlight Madness
Date(s) of Program: August 31, 2012 **Location of Program:** Downtown Aitkin
Organization/Community Name: Aitkin Area Retail Committee
Person in Charge of Project: Tim Catlin, Treasurer, Aitkin Area Retail Committee
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.)
 X 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 Retail Committee represents a committed group of small business people who strive to make Aitkin a shopping destination by marketing special event and hosting special shopping functions.

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) (Minimum \$100.00, maximum request is \$5,000.00)	\$ <u>1,000.00</u>
Amount of your organization's match	\$ <u>100.00</u>
Total projected budget	\$ <u>2,000.00</u>

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 visitor to the Aitkin Area to shop in the local business district. Moonlight Madness is one of many events that the Aitkin Area Retail Committee puts on throughout the year. These events lead to continued patronage to the Aitkin County area businesses and make our area a "go to" shopping district. This year we are adding some new items to the list at Moonlight Madness. While still having the free Customer Appreciation meal to our visitors, Car Show and Bed Races, we are adding a motorcycle show and a contest "Slowest Motorcycle Drag Race". To properly advertise these additions we need to expand our marketing efforts to other counties outside of Aitkin. ACTGAC Funds will allow us to expand our target market and reach a broader audience.

Explain how your project will bring visitors to Aitkin County.

By advertising Aitkin's "Moonlight Madness", we will bring awareness to more target markets and target audiences who may not have visited the Aitkin County 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 Pine, Crow Wing, Kanabec, Itasca, Carlton, St Louis, Cass and Mille Lacs.

List target audience:

Who – type of group or activity

Families of various ages, car and motorcycle lovers

Please estimate what percentage will come from: Your local community and surrounding area: 80%

Based on June 2009 Market Area Profile Study

by John Bennett @ U Of M Extension office

From other communities in Minnesota: 19%

From outside of Minnesota: 1%

Please estimate the number of people who will come from:

Your local community and surrounding area: 400

From other communities in Minnesota: 95

From outside of Minnesota: 5

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

Category	ACTGAC Funds	Local Funds	Total
Advertising	1,000.00	100.00	1,100.00
Food		500.00	500.00
Garbage Collection		200.00	200.00
Portable Toilets		200.00	200.00
TOTALS	1,000.00	1,000.00	2,000.00

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

Tom Catlin

Date:

6-23-12

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
Aitkin Independent Age	50.00	100.00	150.00
Mille Lacs Messenger	100.00		100.00
Newshopper	150.00		150.00
Red Rock Radio	150.00		150.00
BL Broadcasting	250.00		250.00
Itasca Broadcasting	300.00		300.00
Totals	1,000.00		1,100.00

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

Application for Aitkin County Tourism Development and Promotion Funds

TO: Aitkin County Board of Commissioners

FROM: Aitkin Area Retail Committee

WHEREAS, the Aitkin Area Retail Committee (hereafter the "Applicant") is a non-profit corporation organized/operating under the laws of the State of Minnesota; and

WHEREAS, the Applicant has a need for a grant to promote and market the "Moonlight Madness Event" a major tourism piece to attract visitors and encourage visitor spending in the Aitkin area; and

WHEREAS, the applicant has determined that it will need an ACTGAC Fund grant for \$1,000.00 in order to do the project; and

WHEREAS, the Applicant has available One Hundred Dollars (\$100.00) as matching funds for the Program/Event; which funds the Applicant will not use as matching funds for any other programs or events; and

WHEREAS, the Applicant understands and agrees that ACTGAC Funds will not be used to reimburse the Applicant for any costs incurred prior to the date on which this Project/Event is approved by the County Board of Commissioners;

NOW, THEREFORE BE IT RESOLVED that the Applicant organization hereby authorizes and approves making application to Aitkin County for a grant for \$1,000.00 to provide funds to do the project; and

BE IT FURTHER RESOLVED that the Applicant's President, Gretchen Catlin, is hereby authorized and directed to sign and submit an application for the said grant monies and all applicable contracts, documents and agreements associated with the grant or the application for it; and

BE IT FURTHER RESOLVED that Tim Catlin, Treasurer – Retail Committee, is hereby designated as the person who will supervise the Project and successfully complete the project in a timely manner to the satisfaction of the Aitkin County Board of Commissioners.

Adopted: June 12, 2012

By:

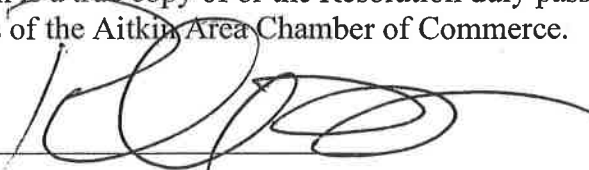


Its: President

CERTIFICATION

I, the undersigned Secretary of the Applicant organization, hereby certify that the above resolution is a true copy of or the Resolution duly passed, adopted, and approved by the Board of Directors of the Aitkin Area Chamber of Commerce.

Secretary



June 12, 2012

Date



Aitkin Area Chamber of Commerce
P.O. Box 127
10 3rd Street N.E.
Aitkin, MN 56431
upnorth@aitkin.com
www.aitkin.com
218-927-2316

June 25, 2012

Ross Wagner, Economic Development & Forest Industry Coordinator
Aitkin County
217 2nd 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 "World Famous Fish House Parade".

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.

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;

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

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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 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 World Famous Fish House Parade
Date(s) of Program: November 23, 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.)
 X 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 Market and Networking Opportunities for our membership, which includes many different organizations under the County umbrella.

2. FUNDING:

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

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 visitor of the Aitkin Area for the Fish House Parade 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 efforts to other counties outside of Atikin. ACTGAC 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 World Famous Fish House Parade, we will bring awareness to more target markets and target audiences who may not have visited the Aitkin County 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 Pine, Crow Wing, Kanabec, Itasca, Carlton, St Louis, Cass and Mille Lacs.

List target audience:

Who – type of group or activity

Families of various ages, sportsmen and women

Please estimate what percentage will come from: Your local community and surrounding area: 80%

Based on June 2009 Market Area Profile Study

by John Bennett @ U Of M Extension office

From other communities in Minnesota: 19%

From outside of Minnesota: 1%

Please estimate the number of people who will come from:

Your local community and surrounding area: 4,000

From other communities in Minnesota: 760

From outside of Minnesota: 40

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
Advertising	5,000.00	100.00	5,100.00
Promotional Merchandise		900.00	900.00
Mailings		220.00	220.00
Goble Portable Toilets		200.00	200.00
TOTALS	5,000.00	1,420.00	6,420.00

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 Matthew Aitkin

Date: 6/26/12

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
BL Broadcasting	860.00	100.00	960.00
News Hopper	150.00		150.00
Mille Lacs Messenger	500.00		500.00
Aitkin Independent Age	300.00		300.00
KLKS	325.00		325.00
Red Rock Radio	250.00		250.00
Star Tribune	950.00		950.00
Brainerd Dispatch	500.00		500.00
Itasca Broadcasting	425.00		425.00
Latto Northland	300.00		300.00
Herald Review	440.00		440.00
Totals	5,000.00		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

Application for Aitkin County Tourism Development and Promotion Funds

TO: Aitkin County Board of Commissioners

FROM: Aitkin Area Chamber of Commerce

WHEREAS, the Aitkin Area Chamber of Commerce (hereafter the "Applicant") is a non-profit corporation organized/operating under the laws of the State of Minnesota; and

WHEREAS, the Applicant has a need for a grant to promote and market the "World Famous Fish House Parade" a major tourism piece to attract visitors and encourage visitor spending in the Aitkin area; and

WHEREAS, the applicant has determined that it will need an ACTGAC Fund grant for \$5,000.00 in order to do the project; and

WHEREAS, the Applicant has available One Hundred Dollars (\$100.00) as matching funds for the Program/Event; which funds the Applicant will not use as matching funds for any other programs or events; and

WHEREAS, the Applicant understands and agrees that ACTGAC Funds will not be used to reimburse the Applicant for any costs incurred prior to the date on which this Project/Event is approved by the County Board of Commissioners;

NOW, THEREFORE BE IT RESOLVED that the Applicant organization hereby authorizes and approves making application to Aitkin County for a grant for \$5,000.00 to provide funds to do the project; and

BE IT FURTHER RESOLVED that the Applicant's President, Jeff Tidholm, is hereby authorized and directed to sign and submit an application for the said grant monies and all applicable contracts, documents and agreements associated with the grant or the application for it; and

BE IT FURTHER RESOLVED that Matthew Hill, Executive Director, is hereby designated as the person who will supervise the Project and successfully complete the project in a timely manner to the satisfaction of the Aitkin County Board of Commissioners.

Adopted: June 12, 2012

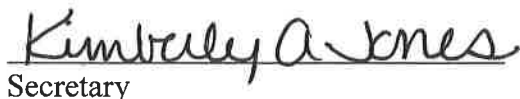
By:



Its: President/Chairman of the Board

CERTIFICATION

I, the undersigned Secretary of the Applicant organization, hereby certify that the above resolution is a true copy of or the Resolution duly passed, adopted, and approved by the Board of Directors of the Aitkin Area Chamber of Commerce.


Secretary

June 12, 2012

Date

Att: Ross Wagner
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: Tamarack Hey Day
Date(s) of Program: Aug 4, 2012 **Location of Program:** Tamarack, MN
Organization/Community Name: Tamarack Activities Club, Inc
Person in Charge of Project: Cheryl Meld
Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
42555 10th Ave Tamarack, MN 55787
Contact Person's Phone #: 218 768 3241
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? X
 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 Promote and support the tamarack community through event + activities

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) (Minimum \$100.00, maximum request is \$5,000.00)	<u>\$ 1500</u>
Amount of your organization's match	<u>\$ 100</u>
Total projected budget	<u>\$1600 - Advertising - Event</u>

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.

Provide a community festival highlighting the heritage of the Tamarack area + its people. Grant funds used for advertising.

Explain how your project will bring visitors to Aitkin County.

Hey Day brings visitors looking for family oriented and low cost entertainment. Hey Day features "old fashioned" fun and an extensive display of historical photos,

Please list media you intend to use, if any.

Aitkin, McGregor, Floodwood, Cloquet newspapers and Facebook

List target markets:

Where - geographic areas (s)

Area within a 100 mile radius

List target audience:

Who - type of group or activity

Families / All ages

Please estimate what percentage will come from: Your local community and surrounding area: 40%
 From other communities in Minnesota: 58%
 From outside of Minnesota: 2%

Please estimate the number of people who will come from: Your local community and surrounding area: 800
 From other communities in Minnesota: 1160
 From outside of Minnesota: 40

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
Beer		500	500
Food		750	750
Carnival games		350	350
Vendors/Crafters		45	45
Marathon		250	250
Buttons		1300	1300
Advertising	1500	100	1600
Prizes		540	540
Toilets/Tents Rentals		650	650
TOTALS			5985

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: [Signature]

Date: 7-2-12

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
Voyageur Press	250		250
Portage Press	250		250
Aitkin Age/Bargan Hunter	350		350
Cloquet Press Pine Journal	450		450
McGregor Printing Posters, Printing	200	100.00	300
Totals			1600

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

To: Aitkin County Board of Commissioners

From: Tamarack Activities Club, Inc.

WHEREAS the Tamarack Activities Club, Inc. (hereafter the "Applicant")is a non-profit corporation organized/operating under the laws of the State of Minnesota; and

WHEREAS, the Applicant has a need for a grant to Promote the Tamarack HEY DAY 52st Annual Celebration (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need an ACTGAC Fund grant for \$1500 in order to do the program/event; and,

WHEREAS, the Applicant has available One Hundred Dollars (\$100) as matching funds for the Program/Event; which funds the Applicant will not use as matching funds for any other programs or events; and

WHEREAS, the Applicant understands and agrees the ACTGAC Funds will not be used to reimburse the Applicant for any costs incurred prior to the date on which the Project/Event is approved by the County Board of Commissioners;

NOW, THEREFORE BE IT RESOLVED that the applicant organization hereby authorizes and approves making application to Aitkin County for a grants for \$1500 to provide funds to do the program/event.

BE IT FURTHER RESOLVED that the Applicant President of the Tamarack Activities Club, Inc. is hereby authorized and directed to sign and submit an application for the said grant monies and all applicable contracts, documents and agreements associated with the grant or application for it; and

BE IT FURTHER RESOLVED that Cheryl Meld is here by designated as the person who will supervise the Program/Event and successfully complete the Program/Event in a timely manner to the satisfaction of the Aitkin County Board of Commissioners.

ADOPTED: June 22, 2012 By: Cheryl Meld
Its: President

I, the undersigned Secretary of the Applicant organization, hereby certify that the above Resolution is a true copy of the Resolution duly passed, adopted and approved by the Tamarack Activities Club Inc. on the 22nd day of June, 2012.

By: Frank Spina
Its: Secretary

Att: Ross Wagner

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Minnesota Business Name
Tamarack Activities Club, Inc.

Business Type
Nonprofit Corporation (Domestic)

MN Statute
317A

File Number
H-416

Home Jurisdiction
Minnesota

Filing Date
11/26/1968

Status
Active / In Good Standing

Renewal Due Date:
12/31/2012

Registered Office Address
42555 110th Ave
Tamarack MN 55787
USA

Number of Shares
NONE

Registered Agent(s)
(Optional) None provided

President
Cheryl Meld
42555 110th Ave
Tamarack MN 55787
USA

[Filing History](#)

[Renewal History](#)

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

District 1 – Wedel

- Alan Monroe, 39902 342nd Lane, Aitkin, MN 56431 aj_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

