

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



To: Chairperson, Aitkin County Board of Commissioners Date: 11/06/12
Via: Patrick Wussow, County Administrator
From: Ross Wagner, Economic Development & Forest Industry Coordinator
Title of Item: Aitkin County Tourism Grants
Requested Meeting Date: November 13, 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) Applications Grants Applications, 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

TO: Aitkin County Board of Commissioners

FROM: Ross Wagner, Economic Development & Forest Industry Coordinator

DATE: November 7, 2012

SUBJECT: Aitkin County Tourism Grants

Aitkin County received three grant applications for the Aitkin County Tourism Grant Fund. The applications and recommendations are listed below; there is \$2,044.00 in the fund.

- Hill City Lions Club, \$1,000.00 for the 2013 Fishing Contest
 - Aitkin Chamber of Commerce, \$5,000.00 for the 2013 Sports and Commerce Show
 - Hill City Chamber of Commerce, \$1,000.00 for the 2013 4th of July Celebration
-
- Hill City Lions Club requested \$1,000.00 to advertise and promote the 2013 Ice Fishing contest the recommendation of the committee is to approve this grant for the full amount. This event has not received tourism funds in the past and the goal for the Lions is to increase attendance through increased advertising.
 - Aitkin Chamber of Commerce requested \$5,000.00 to promote the 2013 Sports and Commerce Show. The recommendation of the committee is to deny the request as this event previously has received tourism funds for the same purpose.
 - Hill City Chamber of Commerce requested \$1,000.00 to advertise and promote the 2013 Fourth of July Celebration. The recommendation from the committee is to grant the remaining \$1,044.00. The advertising budget far exceeds the amount requested, thus the extra \$44.00. It was also noted that the Chamber is attempting to grow the event and make it a draw for a larger area.

Attached are the applications, list of grants and a discussion sheet used by the committee for your information, it is similar to the discussion at the November 6th Board meeting.

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: Hill City area Lions Club Ice Fishing Contest

Date(s) of Program: 9 February, 2013 **Location of Program:** Hill Lake, Hill City, MN

Organization/Community Name: Hill City Lions Club

Person in Charge of Project: Duane Niesen

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

P.O.Box 57 Hill City MN 55748

Contact Person's Phone #: 218-697-8104

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

_____ Non-profit Tourism Association

X _____ 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 Lions Club, provide support to the community and it's people, our focus is on the youth and community activities.

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) \$ 1000.00
(Minimum \$100.00, maximum request is \$5,000.00)

Amount of your organization's match \$ 100.00

Total projected budget \$1100.00

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.

Our goal is to provide the community with a FUN day of Ice Fishing on Hill Lake, we as the lions club donate approximately \$2500.00 worth of prizes to be given out during the contest and we ask the local businesses to help sponsor our rod and reel giveaway to all children under 12. The grant funds would be used strictly for advertisement on the Radio and in the News Paper, al of our posters are made for us by the Hill City School Professionals Class.

Explain how your project will bring visitors to Aitkin County.

Every year we have people come home to their families for the contest, we have had people come from North Carolina, North Dakota, the cities and all over the area. The event is catered toward family and friends and people love the day on the Ice. The day of the contest it is hard to find bait in the bait store as it is all bought out early, after the contest people head to town to warm up and have a burger and conversation at all the local establishments.

Please list media you intend to use, if any.

We intend to use KKin and KMFY Radio stations also we would like to advertise in the Aitkin Age and the Harold Review.

List target markets:

Where – geographic areas (s)

Aitkin and Grand Rapids areas

List target audience:

Who – type of group or activity

All people of all ages especially families.

Please estimate what percentage will come from: Your local community and surrounding area: 75%
 From other communities in Minnesota: 23%
 From outside of Minnesota: 2%

Please estimate the number of people who will come from: Your local community and surrounding area:200
 From other communities in Minnesota 75
 From outside of Minnesota: 20

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
L&M Dorr Prizes		\$2000.00	\$2000.00
Ben's Bait Door Prizes		\$750.00	\$750.00
DNR Permit		\$120.00	\$120.00
Biggest Fish Prize money		\$350.00	\$350.00
DJ		\$50.00	\$50.00
Gobble Portable Toilets		\$150.00	\$150.00
County Permit		\$10.00	\$10.00
Radio Adds KKin and KMFY	\$250.00		\$250.00
News Paper Adds Age & Harold	\$750.00	\$100.00	\$850.00
TOTALS	\$1000.00	\$3530.00	\$4530.00

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: *Duane Niesen* Date: 6 August 2012

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 KKIN	\$125.00		\$125.00
Advertising KMFY	\$125.00		\$125.00
Advertising Aitkin Age	\$425.00		\$425.00
Advertising Harold Review	\$325.00	\$100.00	\$425.00
Totals	\$1000.00	\$100.00	\$1100.00

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

HILL CITY AREA LIONS CLUB ICE FISHING CONTEST
Application for Aitkin County Tourism Development and Promotion Funds

To: Aitkin County Board of Commissioners

From: Hill City Lions Club

WHEREAS, the Hill City Area Lions Club (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 Advertise on the Radio and in the News Paper for the Hill City Area Lions Club Ice Fishing Contest on the 9th of February, 2013. (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need an ACTGAC Fund grant for \$ 1000.00 in order to do the program/event; 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 Aitkin 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 \$1000.00 to provide funds to do the program/event.

BE IT FURTHER RESOLVED that the Applicant Duane Niesen Contest Organizer and President of the Hill City Area Lions Club is/are 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 Duane Niesen 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: 6 August, 2012

By: Hill City Area Lions Club Ice Fishing Contest

Its: Duane Niesen

(President or other Chief Corporate Officer)

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 (insert the full name of the organization here) on the (insert the date on which the Resolution was adopted by the organization), 2012.

By: Duane Niesen

Its Secretary

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: Aitkin Chamber Commerce & Sports Show
Date(s) of Program: March 2-3, 2012 **Location of Program:** Aitkin High School
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 Marketing and Networking Opportunitues for our members.

2. FUNDING:

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

By being the host of the Sports & Commerce Show, we are trying to give our local Aitkin County businesses an opportunity to showcase their business and products to the large number of people who attend. The Sports & Commerce show will host over 100 different businesses and each business will prepare a display in the manor that they choose which best showcases their product or service. We would utilize the County Tourism dollars to market the event to the public so more people or potential shoppers can see what the Aitkin County businesses can offer which would in-turn increase business locally.

Explain how your project will bring visitors to Aitkin County.

By advertising the Sports & Commerce Show, 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: 2,400

From other communities in Minnesota: 600

From outside of Minnesota: 10

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
AHS custodial staff		1145.00	1145.00
Sertoma Club pipe and drape		3885.00	3885.00
Advertising	5000.00	100.00	5100.00
Signs/banners		700.00	700.00
TOTALS	5,000.00	5,110.00	10,110.00

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

Markus [Signature]

Date:

10/31/12

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	750.00		750.00
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
Herald Review	700.00		700.00
Totals	5,000.00	100.00	5,100.00

Sample ACTGAC Budget

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

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 "Sports and Commerce Show" 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.

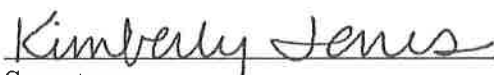
Adopted: October 31st, 2012

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

October 31st, 2012
Date

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: 4th of July
Date(s) of Program: _____ **Location of Program:** _____
Organization/Community Name: Hill City Chamber
Person in Charge of Project: Bill Klennert
Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
P.O. Box 10 Hill City 55748 MN
Contact Person's Phone #: Bill Klennert
Legal Status of Organization: _____ **Unit of Government (for example cities, townships etc.)**
_____ **Non-profit Tourism Association**
 Non-profit Association

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

Description/focus/purpose of your organization Tourism Promotion

2. FUNDING:

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

Amount of your organization's match \$ 100%

Total projected budget \$ 34,000.00

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.

109th 4th July Celebration, 4 Days, Family
Fun, we have several new features this
year

Explain how your project will bring visitors to Aitkin County.

4 Days of festivities, will bring new Activities
and new people from all over the state,

Please list media you intend to use, if any.

KOLH KKin Kozy Aitkin age Grand Rapids
Heavd, News Hopper, Pine Cone Express Several web
sites

List target markets:

Where - geographic areas (s)

All of Minnesota

List target audience:

Who - type of group or activity

our activities target
All ages, family oriented

Please estimate what percentage will come from: Your local community and surrounding area: 50%

From other communities in Minnesota: 50%

From outside of Minnesota: NA

Please estimate the number of people who will come from: Your local community and surrounding area: 6,000

From other communities in Minnesota: 6,000

From outside of Minnesota: Na

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
KOLH	400	600	1000
KKin	400	400	800
Kozy	200	600	800
Aitkin age		500	500
GR Heavold		500	500
News Hopper		300	300
Pine Cone Express		300	300
flyers		2000	2000
TOTALS	1000	6200	6,200

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 Bill Klennert Date: 10-16-12

Hill City 4th of July 2013

Projected Expenses:

White Side Walls Band Plus lodging	\$5,000.00
Shack Shakers	2,000.00
Bottom Line Band	1,500.00
Local musicians	1,000.00
Fire Works	3,500.00
Ledger Racing Pigs	3,500.00
Squeaks the Clown	550.00
Kirps Caricatures Plus lodging	750.00
Simple Guys	450.00
Games Galour (3 days)	9,000.00
Tractor Pull	1,500.00
Triathlon	3,000.00
Total dollar projection	\$ 31,750.00



HILL CITY CHAMBER OF COMMERCE

HILL CITY AREA CHAMBER OF COMMERCE

P.O. Box 51

Hill City MN 55748

www.hillcitymnareachamber.wordpress.com

hillcitymnchamber@yahoo.com

TIME	ACTIVITY
	Hill City's 4th of July Celebration 2013
	Thru. July 4th
All day	Flea market around town
7 am - 11 pm	Pancake Breakfast at Trinity Lutheran Church
10:30 am - 11:30 am	Parade on Lake Avenue
11am - 1 pm	Dinner at Methodist Church
After parade	Face painting, characture drawings, 3 roving clowns
12 pm - 7pm	Games Galore in Bear Park
12 pm - 7pm	Mechanical bull
12pm - 2pm	Street games : egg toss races 3 legged races turtle races pudding eating contest hot dog eating contest saw dust piles by age group, etc
2 pm - 3 pm	Soap Box Derby
2 pm - 3 pm	Pie auction by majorettes
7pm - 11pm	White Sidewalls concert/dance
Dusk	Fire Works over Hill Lake

Aitkin County Tourism Grant Advisory Committee

Discussion of 2013 Tourism Fund Uses;

Take a portion of Tourism Funds to promote Aitkin County as a Destination for;

- Northwoods ATV Trail and ATVing as a destination.
- Geocaching promotion, expand ACLD Challenge.
- Promote Aitkin County's public land resource, public accesses and Trail Town friendly communities with family activities.....see second approach below.

Above to be accomplished through traditional advertising venues such as Outdoor News, MN Off Road, Mn Explorer as well as targeted promotions such as Media/Fam Tours, Geocaching and ATV web sites. An annual marketing and promotions plan would be developed in January and submitted to the County Board for approval.

A second approach to promoting and marketing Aitkin County and its many assets is to participate in the Northwest Sportshow in March or a similar show. Aitkin County through the Tourism Fund would provide a booth, county wide materials and would be present at the show. Individual Chambers, Communities and possibly tourism related businesses could sign up to take turns at the booth, promoting the county as well as their individual communities. All organizations and tourism related businesses would be welcome to supply brochures.

The third approach is to continue the tourism grant program essentially as is with some tweaks and less of the allotment going towards the grant program. Some suggestions for tweaks to the fund; capping the amount per event as well as the organization or community; in order to insure the grant funds are used to promote the event outside of Aitkin County, grants could be restricted to non-local advertising and promotions. Under a scenario like this, grants could be accepted twice a year versus four times per year as it is now.

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

