

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



To: Chairperson, Aitkin County Board of Commissioners Date: 3/12/13
Via: Patrick Wussow, County Administrator
From: Ross Wagner, Economic Development & Forest Industry Coordinator
Title of Item: Tourism and Promotion Fund Budget for 2013
Requested Meeting Date: 3/12/13 Estimated Presentation Time: 20 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) Budget, Revised Application and Guidelines.

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: March 5, 2013

SUBJECT: Tourism and Promotion Budget and Revisions

During the 2013 budget s and levy setting, the Tourism and Promotion fund was cut from \$20,000.00 to \$12,800.00 with direction to continue promoting the Northwood's ATV Trail, promote Aitkin County as a whole and limit grants to organizations to new type of events. After review and discussions with the Economic Development Committee, with input from the Trail Towns Committee, the budget for 2013 is attached. Essentially the budget is split between three categories of promoting Aitkin County and is as follows.

- Aitkin County Northwood's ATV Trail would receive \$5,000.00, the same amount as last year, to promote the trail. 2012 was the first year the entire trail system was open. Trail usage has exceeded expectations and it was noted that the County Campground receipts exceeded 2011 even though most sites were closed for the month of July. It is felt that to keep momentum going for even better usage in 2013 and beyond we need to keep promoting the trail. Advertising in Outdoor News and MN Off Road publications would be increased as well as funds for educational or familiarization events, re-stocking the geo-cache challenge and additional advertising is included in the budget.
- The Tourism and Development Grant program would continue but would have \$5,000.00 available rather than the entire old budget of \$20,000.00. With a total of budget of \$12,800 the program needed to be changed, for example with the maximum grant \$5,000, there just isn't enough funds to continue as is. Other changes, the annual application cycle would be twice rather than four times and applications would be reviewed by the Economic Development Committee. The Tourism Grant Advisory Committee would be eliminated as a cost saving measure. Revised application forms and guidelines are attached.
- County Wide promotions budget recommendation is \$2,800.00. This would be for events and publications that promote the entire county rather individual community events. Included is distributing the Fun Guide that already is being published and lists events and other information for tourists and visitors. Rather than use promotion funds for a new publication or listing, we would provide funding to distribute the Fun Guide in the Discovery Racks in and around Aitkin County. Another promotion would be having an Aitkin County Booth at the Northwest Sports and Commerce Show in Minneapolis. Tourism funds would be used for the booth rent and we would provide Northwood's ATV and Snowmobile Trail material, County Campground and LLCC information. I would notify the county chambers that booth space is available for their and their members materiels as well as an opportunity to work the booth. Funds would also be available to promote the county on a more flexible basis, such as a snow fall event.

Aitkin County Tourism and Promotion Fund Budget 2013

Aitkin County has reduced the Aitkin County Tourism Promotion Budget from \$20,000 to \$12,800 and added the stipulation that funds be spent for county wide type promotions that benefit the county as a whole. For event promotions only new events or activities will receive funding.

Aitkin County Northwood's ATV Trail Total	<u>\$5,000.00</u>
• Minnesota ATVentures, Explore MN Edition with 50,000 circulation, 6 monthly ads MN Off Road	\$2,470.00
• Outdoor News, 14 1/8 page ads.	\$1,320.00
• Other Advertising, ATV Publications and Websites	\$500.00
• Northwood's ATV Trail Workshops (2)	\$500.00
• Miscellaneous; Mailings, Web Updates, Geo Cache	\$210.00
Tourism Promotion Grants for New Events, 2 @ \$2,500	<u>\$5,000.00</u>
• Applications accepted twice yearly	
• Activities that bring or keep people in county	
• Not just advertising a parade or fireworks	
• No changes to who is eligible	
• Suggested maximum grant \$1,000, allow more	
• Committee makes recommendations to Board	
County Wide Promotions	<u>\$2,800.00</u>
• Discover Rack distribution of Fun Guide	\$750.00
• Promote County as a destination	\$1,050.00
• Display Booth at NW Sports Show	\$1,000.00
TOTAL BUDGET	<u>\$12,800.00</u>

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2013 - December 31, 2013

DEADLINE: Grant requests must be submitted to ACTPDG c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431. Funding recommendations will be considered at the regularly scheduled meeting of the Aitkin County Economic Development Committee in May and August. Application deadline for the May meeting is April 26th and deadline for the August meeting is July 31st. 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 and related events that will benefit Aitkin County. Funds shall be targeted towards attracting new, repeat and extended stay tourism visitations to Aitkin County or activities that will enhance the Aitkin County economy. Events eligible for funding include: community/recreational events such as races, rides, tournaments, shows and exhibits; community celebrations; logistic and informational materials for tourism related information booths or trade shows and other. Eligible uses include radio, newspaper, TV, signage, internet, brochures and other related advertising; printed publications and marketing promotions.

Tourism grant funds shall not be used for salaries, awards, prizes or gifts. Maximum grant amount is \$1,000.00 minimum is \$100.00.

General Criteria for funding annual or repeat 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 funding. Repeat annual events may be considered if the event changes in a significant way or if the event wants to try new advertising/promotion activities to reach a significantly new market. Tourism funds are not intended to be used an annual subsidy or line item budget amount.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: _____

Date(s) of Program: _____

Location of Program: _____

Organization/Community Name: _____

Person in Charge of Project: _____

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

Contact Person's Phone #: _____

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 _____

2. FUNDING:

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

Amount of your organization's match \$ _____

Total projected budget \$ _____

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

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

Explain how your project will bring visitors to or provide a positive economic impact on Aitkin County.

**List target markets:
Where – geographic areas (s)**

**List target audience:
Who – type of group or activity**

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

4. PROJECT BUDGET: in the space below, provide a budget for the entire event.

Category	ACTGAC Funds	Applicant Funds	Total
TOTALS			

NOTE: A written evaluation must be completed and returned to the Aitkin County Economic Development Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to; ACTDGP, c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St NW, #131, 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 _____ Date: _____



AITKIN COUNTY TOURISM PROMOTION AND DEVELOPMENT GRANT PROGRAM PROGRAM OVERVIEW

The purpose of this grant fund is to leverage county funds, private funds and volunteer efforts to increase tourism and related economic development activities in Aitkin County. Applicants must be registered as non-profit corporations with the Secretary of State, a Non-Profit Tourism Association or unit of Government. Several organizations may submit a single application or organizations may apply individually. Organizations need only to commit one hundred dollars (\$100.00) in good faith to ensure commitment to the grant request. Example: Program/Event Total Cost: \$1,100.00 would require the organization's commitment of \$100.00 to ensure the possibility of an Aitkin County Tourism Promotion and Development Grant (ACTPDG) of \$1,000.00.

Grant Guidelines: Guidelines for application and awarding of Aitkin County Tourism Promotion and Development Grants are as follows:

1. **Funding Limits:** Minimum of \$100 and a maximum of \$1,000 per grant application per year.
2. **Matching Funds:** The tourism grant program is intended to leverage locally funded promotions and not replace that funding. Significant consideration will be given to the amount and quality of matching funds/in kind contributions when grant applications are evaluated by the Economic Development Committee and County Board.
3. **County-Wide Distribution:** The intent of this program is to provide assistance throughout Aitkin County, accordingly consideration shall be given to amounts awarded and number of grants approved per year for any particular region of the county to ensure that an equitable level of funding is available throughout the county.
 - a. **Event/Activity Eligibility:** Grant Funds shall be used to market tourism and related economy enhancement events that will benefit Aitkin County. Funds shall be targeted towards attracting new, repeat and extended stay tourism visitations to Aitkin County or events that demonstrate a benefit to Aitkin County. Funds shall be targeted towards attracting new, repeat and extended stay tourism visitations to Aitkin County or activities that will enhance the Aitkin County economy. Events eligible for funding include: community/recreational events such as races, rides, tournaments, shows and exhibits; community celebrations; logistic and informational materials for tourism related information booths or trade shows and other. Eligible uses include radio, newspaper, TV, signage, internet, brochures and other related advertising; printed publications and marketing promotions.