



# Board of County Commissioners Agenda Request

4A

Agenda Item #

**Requested Meeting Date:** May 24, 2016

**Title of Item:** Tourism Promotion and Development Grants

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	<b>Action Requested:</b> <input checked="" type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft)	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing* <i>*provide copy of hearing notice that was published</i>
<b>Submitted by:</b> Ross Wagner		<b>Department:</b> Economic Development & Forest Ind
<b>Presenter (Name and Title):</b> Ross Wagner, Economic Development & Forest Industry Coordinator		<b>Estimated Time Needed:</b> 20 minutes
<b>Summary of Issue:</b> <p>Aitkin County has received the following Tourism and Promotion Grants requests. There is \$6,000.00 available and \$6,200.00 in requests. In addition to the below requests, the Economic Development Committee considered a request to join the Northland Connection, which is part of the Northspan Group. A summary of the Committees recommendation is attached as well as a list of previous grant recipients, applications and the request from Chris Maddy, Northland Connection</p> <ul style="list-style-type: none"> <li>• Up North Riders, Inc., \$1,000.00, advertising for 2016 ATVAM Fall Ride and Rally to be held in McGregor.</li> <li>• Aitkin Area Chamber of Commerce, \$1,000.00, billboard and direct mail of recreational assets, request is for additional billboard exposure.</li> <li>• Salo Township, \$1,000.00, to sign and clear trail from Soo Grade to Town park.</li> <li>• City of Tamarack, \$400.00, to advertise 4th of July Celebration.</li> <li>• McGrath 4th of July Committee, \$1,000.00 to promote "Stay and Play" in McGrath for 4th of July weekend.</li> <li>• Jaques Art Center, \$800.00, to advertise Community Canvas event.</li> <li>• Aitkin County Historical Society, \$1,000.00, promote and print map with historical sites in Aitkin County, map would promote 100th anniversary.</li> </ul> <p>- Northland Connection Request, \$4,000.00</p>		
<b>Alternatives, Options, Effects on Others/Comments:</b>		
<b>Recommended Action/Motion:</b> Approve Grants and request as recommended by the Economic Development Committee		
<b>Financial Impact:</b> Is there a cost associated with this request? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No What is the total cost, with tax and shipping? \$ 6,400.00 Is this budgeted? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i> Funds would come out of the \$12,800 Tourism & Development Fund.		

## 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:** May 18, 2016

**SUBJECT:** Tourism and Development Grant Recommendations

Aitkin County received 7 applications for the Aitkin County Tourism and Development grants. In addition to reviewing and making recommendations on the grants, the Economic Development Committee also considered a contribution request from Chris Maddy, Director of the Northland Connection. Following are the requests with the committee's recommendations in *italics*.

- Up North Riders, Inc., \$1,000.00, advertising for 2016 ATVAM Fall Ride and Rally to be held in McGregor. *Recommendation is to fund requested, \$1,000.00. This will be state-wide advertising to an event that draws most participants from out of the county.*
- Aitkin Area Chamber of Commerce, \$1,000.00, billboard and direct mail of recreational assets, request is for additional billboard exposure. *Recommendation is to fund requested, \$1,000.00. Billboard features ATV and other activities in an area with high exposure.*
- Salo Township, \$1,000.00, to sign and clear trail from Soo Grade to Town Park. *Recommendation is to fund request at \$800.00, for signage only, there is already a connection to the trail and park.*
- City of Tamarack, \$400.00, to advertise 4<sup>th</sup> of July Celebration. *Recommendation is to not fund the request. Funds would purchase ads in the Aitkin Age and Voyageurs' Press which normally would list this event for free; event has also been funded in the past.*
- McGrath 4<sup>th</sup> of July Committee, \$1,000.00 to promote "Stay and Play" in McGrath for 4<sup>th</sup> of July weekend. *Recommendation is to fund request at \$800.00, as with Tamarack, free advertising through press releases and event listings can be utilized.*
- Jaques Art Center, \$800.00, to advertise Community Canvas event. *Recommendation is fund request at \$800.00. A similar event in 2014 had good participation and drew out of area contestants. Additional advertising funding could grow the event even bigger.*
- Aitkin County Historical Society, \$1,000.00, to print and promote map with historical sites in Aitkin County, map would promote 100<sup>th</sup> anniversary of Depot. *Recommendation is to fund request at requested \$1,000.00. Historical maps with GPS coordinates are very popular and well used.*

\$6,200.00 in requests was received with \$6,000.00 available and \$5,400.00 recommended.

- Northland Connection request for Aitkin County to become a formal member at \$4,000.00. *Recommendation is to join but at a \$1,000.00 contribution as a first time contribution. The contribution would come out of the Tourism and Development fund and would be revisited next year to rejoin or not and at what level.*

**Aitkin County**  
**Application for Aitkin County Tourism Promotion and Development Grants**  
**January 1, 2016 - December 31, 2016**

**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 June. Application deadline is April 29th.

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.

Special consideration will be given to applications that will enhance the Northwood's ATV Trail through signage, promotion, activities or trail amenities.

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 4<sup>th</sup> 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: ATV AND FAUL RIDE AND RALLY  
 Date(s) of Program: 8/23-25 Location of Program: MCGREGOR MN  
 Organization/Community Name: UPNORTH RIDERS ATV COMMUNITY CENTER  
 Person in Charge of Project: GARY HENNER  
 Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):  
P.O. Box 96 MCGREGOR MN 55760  
 Contact Person's Phone #: 763-238-8128  
 Legal Status of Organization:  Unit of Government (for example cities, townships etc.)  
 Non-profit Tourism Association  
 Non-profit Association

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

Description/focus/purpose of your organization: SAFE AND RIDE THROUGH TRAIL MAINTENANCE, TRAIL AMBASSADOR AND SAFETY INSTRUCTION

**2. FUNDING:**

Amount requested from Aitkin County Tourism (ACTGAC) \$ 1000<sup>00</sup>  
 (Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$ 100<sup>00</sup>

Total projected budget \$ 1100<sup>00</sup>

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

The Aitkin Fall Ride and Rally is coming to McGregor this fall. The UP North Riders are the host club for this event. We hope by advertising this event we will draw a larger number of people and riders to McGregor, Aitkin County and the Northwoods Trail System.

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

We want to provide banners and signs promoting the event in several locations. We also would like to advertise in local newspapers and ATV magazines with the ride location and dates.

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

By bringing 150 to 200 riders to Aitkin County we can show the excellent trail system available. This will hopefully encourage them to come back. This in turn should help the local economy.

List target markets:

Where – geographic areas (s)

MINNESOTA / WISCONSIN

List target audience:

Who – type of group or activity

ATV RIDERS

Please estimate the number of people who will come from: Your local community and surrounding area: 120  
 From other communities in Minnesota: 50  
 From outside of Minnesota: 50

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

Category	ACTGAC Funds	Applicant Funds	Total
Aitkin Fall Rally and Ride Advertising	1000	100	1100
<b>TOTALS</b>			

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 2<sup>nd</sup> 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 [Signature]

Date: 4/16/2014

**Minnesota Business and Lien System, Office of the  
Minnesota Secretary of State**

**Business Record Details »**

Minnesota Business Name  
Up North Riders, Inc.

**Business Type**  
Nonprofit Corporation (Domestic)

**MN Statute**  
317A

**File Number**  
671597-2

**Home Jurisdiction**  
Minnesota

**Filing Date**  
10/28/2003

**Status**  
Active / In Good Standing

**Renewal Due Date**  
12/31/2017

**Registered Office Address**  
418 E Co Rd D  
Little Canada, MN 55117  
USA

**Number of Shares**  
1,000

**Registered Agent(s)**  
(Optional) None provided

**President**  
Gary Hennen  
173 Century Trail  
Lino Lakes, MN 55014  
USA

Filing History

## Filing History

Select the item(s) you would like to order:  Order Selected Copies

<input type="checkbox"/>	Filing Date	Filing	Effective Date
<input type="checkbox"/>	10/28/2003	Original Filing - Nonprofit Corporation (Domestic)	

**UP NORTH RIDERS, INC.**

**Application for Aitkin County Tourism Promotion and Development Grant**

To: Aitkin County Board of Commissioners

From: Up North Riders, Inc.

WHEREAS, Up North Riders, 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 advertising for ATVAM Fall Ride and Rally to be held in McGregor, MN , Sept. 23<sup>rd</sup> through Sept. 25<sup>th</sup>.

WHEREAS, the Applicant as determined that it will need an ACTPDG Fund grant for \$1000.00 in order to advertise for this event.

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

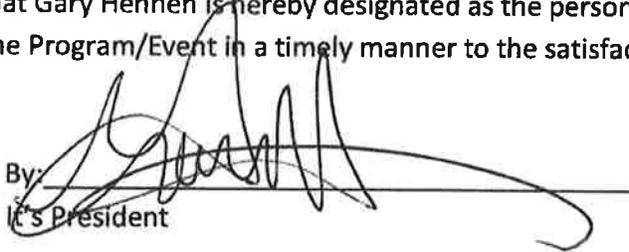
NOW, THEREFORE BE IT RESOLVED that the Applicant organization hereby authorizes and approves making application to Aitkin County for a grant in the amount of \$1000 to provided funds to do the event.

BE IT FURTHER RESOLVED that the Applicant , Gary Hennen-President, Kristi Wiechert-Secretary 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 with the grant or application;

And

BE IT FURTHER RESOLVED that Gary Hennen is hereby 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: 3/20/2016

By: 

It's President

I, the undersigned Secretary of Up North Riders, Inc. hereby certify that the above Resolution is a true copy of the Resolution duly passed, adopted, and approved by the Up North Riders, Inc. on March 20, 2016.

By: Kristi Wiechert

It's Secretary



AREA CHAMBER OF COMMERCE

Dear Ross,

Attached please find our application for the Aitkin County Tourism Promotion and Development Grant. I have included samples of our previous marketing pieces along with our newest piece which promotes the ATV Trails. We are hoping with your assistance through a grant we can continue to create and print pieces promoting the ATV trails as well as other assets in Aitkin County.

If you have any questions please don't hesitate to contact me.

Kind Regards,

Amanda MacDonald  
Executive Director  
Aitkin Area Chamber of Commerce



Total projected budget

\$ 4950.00

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

Experience Aitkin is a project focussed on tourism. We carefully chose the assets of Aitkin County to promote, our lakes, camping and our ATV Trails. Two elements of the project have been implemented: a Lamar billboard on the north side of hwy 169 (close to Chico's) I have included a sample of the billboard. The second piece is a direct mail piece to over 3500 residents in Wisconsin and Iowa that have requested information on lakes, camping or ATVing from Explore MN.

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

Our goal is to increase visibility to the Aitkin Area and promote tourism. Explore MN provided the Chamber with a grant to cover 50% of the total expenses. We are asking the County to cover \$1000.00 of the Chamber's costs because we are specifically promoting the ATV Trails.

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

Our project targets tourism- camping, fishing, boating, ATV trails. Our direct mail piece specifically targets individuals who have contacted Explore MN for more information pertaining to one of those activities. The program also provides Aitkin County with branding and overall advertising.

List target markets:

Where - geographic areas (s)

Minneapolis- in state advertising
Wisconsin and Iowa - direct mail

List target audience:

Who - type of group or activity

Families, sportsmen, outdoor enthusiast

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

From other communities in Minnesota: unknown

From outside of Minnesota: unknown

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

Table with 4 columns: Category, ACTGAC Funds, Applicant Funds, Total. Rows include Lamar Billboard 6 months, Direct Mail 3500 plus pieces, and a TOTALS row.

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 Amanda C MacDonald

Date: 5/18/2015



# Aitkin

## Outdoor Recreation

For the most current Vacation Fun Guide contact us at [UpNorth@Aitkin.com](mailto:UpNorth@Aitkin.com) or 218.927.2316

### **Fishing**

Although Mille Lacs Lake is probably the best-known fishing lake in the area, Aitkin has more than 460 lakes within the county. Because of the diversity of the lakes, the Ripple River, and the Mississippi River a large variety of boating is possible, from canoes to small yachts. Fishing trophies range from small-mouth bass to the elusive muskie, from sunfish to rainbow trout. If the water provides your entertainment, Aitkin is the place to be!

### **Snowmobiling**

Winter brings access to the Up North Adventure County with some of the most wild and scenic routes, featuring excellent snowmobiling opportunities on top-rated groomed trails. The Aitkin county trail system receives high marks from many national snowmobiling publications. There are over 500 miles

of groomed snowmobile trails in Aitkin county alone and they connect to other trail systems proving well over 1500 miles of trail riding opportunities in the region.

### **ATV Trails**

In addition to our superb snowmobile trail system, some trails double as non-winter ATV trails. With more than 200 miles of ATV trails in Aitkin County including: the Soo Line Trail, which runs diagonally through Up North Adventure County; and the Rabey ATV Trail, that runs between Jacobson and Hill City, ATVing is fun for the entire family!

### **Hunting**

Many hunters are already familiar with the rewards of hunting the Aitkin area. Most of the deer hunting in our area is designated as Zone 1, and just 6 miles from Aitkin is the 300 acre Ganz's Pheasant Farm. They have a variety of hunting spaces as well as a dog training area.

# Outdoor Recreation

## Bike Trails

Aitkin has been designated Minnesota Governor's FIT CITY! Walking and biking are essential to living in northern Minnesota and we continue to focus on expanding our walking and biking trails. We are currently in phase two of expanding our trails that will link to the Cuyuna Lakes State Trail, connecting Aitkin to the Cuyuna Country State Recreation Area's award winning trails.

## Golf Courses

Cuyuna Country Club is located just west of Aitkin on Highway 210. This local course offers 18 holes, power carts, and great pricing. The Lakes 18 hole course at Ruttger's has been developed for Championship games. The Minnesota National Golf Course in McGregor offers a course with twilight specials and dinner. Just for fun, try the beautiful mini course at Traditions Mini Golf, located at the intersection of highways 6 and 210 near Deerwood. The kids will love it! Play them all, we're sure you will find one to suit your swing!

## Birding and Wildlife

Aitkin County is a birder's paradise. The county offers nearly one million acres of public forest land that is available for birding. Rice Lake National Wildlife Refuge and Savanna Portage State Park are just two of the areas for birding opportunities. Aitkin County covers 1,828 square miles on which you may find Sharptail Grouse; many speices of ducks, swans, and geese; many small birds such as, the Yellow Rail, the Pine Grosbeak, and the Bohemian Waxwing. You'll see the great Gray Owl, the Hawk Owl and the beautiful Bald Eagle. Minnesota's most recognizable bird, the Common Loon, is plentiful and easily spotted in this area.

## Aitkin City Park

Aitkin has a beautiful park just perfect for spending a day outdoors. Mature trees provide serenity and shade. The water feature is the river, as it ripples under a walking bridge and over the stone. Meander down the blacktop path to get just a little exercise and you can stop and rest on a bench overlooking the water. The younger kids enjoy the well kept playground equipment set in a foundation of soft sand, while older children enjoy the skate park or the ball fields.

Pack a picnic, and set a table under a covered pavilion, or under the trees. There are public restrooms available and plenty of parking.

## Aitkin Campground

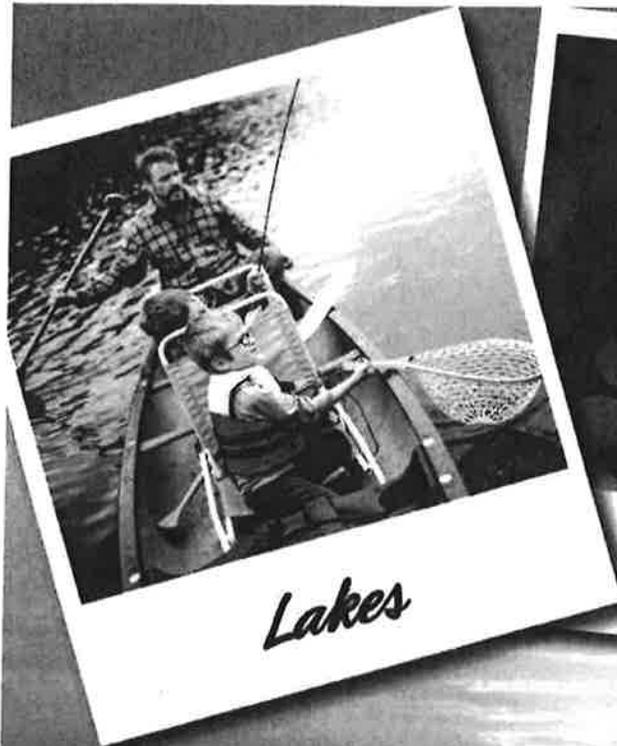
The campground has plenty to offer too! Set on the banks of the Mississippi, there are 8 sites with a fire ring provided. Good size trees offer some shade. There is a boat ramp, dumping station, and water. There is plenty of room to explore the area, and close enough to downtown to walk and shop. The campground recently added a shower house for the convenience of our campers.



**Berglund Park** in Palisade has sites with electrical hookups, showers, fishing pier, boat launch, and access to the snowmobile and ATV trails. The spot is popular during the Annual Lakes Area Firefighters Competition.

**Jacobson Campground** has rustic campsites right on the Mississippi River, artesian well, boat launch, two brand new camper cabins and direct connection to ATV trails.

**Savanna State Park** near McGregor is set in the Savanna State Forest. You will find opportunities for bird watching, fishing, hiking, camping, boating and canoeing. The natural setting provides the seclusion and serenity you seek.



*Lakes*



*Camping*



*& Trails*

EXPLORE **m** MINNESOTA

Experience  
*Aitkin.*



AITKIN AREA CHAMBER OF COMMERCE  
P.O. BOX 127  
AITKIN, MINNESOTA, 56431  
218.927.2316 • 1.800.526.8342  
WWW.AITKIN.COM

**Lakes** • Aitkin County has more than *460 lakes* - perfect for fishing, boating and swimming. The diversity of the lakes, and because the Ripple and Mississippi Rivers surround the community, a large variety of boating is possible-from canoes to small yachts. Fishing trophies range from small-mouth bass to the elusive muskie, from sunfish to rainbow trout. If the water provides your entertainment, Aitkin is the place to be!

**Camping** • With more than *50 campgrounds* in the Aitkin County Area your family can enjoy the great outdoors with plenty of room to explore the area, yet close enough to downtown Aitkin for shopping and dining.

**Trails** • There are over *200 miles of ATV Trails* in Aitkin County including the Soo Line Trail which runs diagonally through Up North Adventure County and the Rabey ATV Trail that runs between Jacobson and Hill City. Fun for the entire family!

Experience  
*Aitkin*



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

Lawler has a city park with pavilion and playground equipment and parking. The goal of the project is to better connect the park to the Soo Line Trail by installing signage at the grade and trail work on city right of way. The Parking area in the park can also serve an overflow parking in the case of large trail events.

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

We want to provide a family friendly enhancement to the ATV and Snowmobile Trails were riders can stop with their families and spend some time in Lawler. The park is across from Jackson's Hole so riders can get gas and food. Grant funds will be used for signage and making the trail connection.

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

The ATV trails in particular have been very popular. One thing that can add to the popularity and bring new riders and keep others coming back is a positive riding experience. Providing access to a fun little park only enhances the riding experience. Riders that stop in the park will also be inclined to go stop in and support an Aitkin County business.

**List target markets:**

**Where – geographic areas (s)**

Upper Midwest ATV'ers who will come to the Northwood's ATV Trail

**List target audience:**

**Who – type of group or activity**

ATV/Snowmobile riders

**Please estimate the number of people who will come from: Your local community and surrounding area:20%**

**From other communities in Minnesota:60%**

**From outside of Minnesota:20%**

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

Category	ACTGAC Funds	Applicant Funds	Total
Signage, at park, trail, in Lawler	600.00	100.00	700.00
Event Signage	200.00	100.00	300.00
Trail clearing	200.00	100.00	300.00
Lighting/Maintenance/Park Imp.		700.00	700.00
<b>TOTALS</b>	<b>1,000.00</b>	<b>1,000.00</b>	<b>2,000.00</b>

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 2<sup>nd</sup> 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 Robert Mauer

Date: 4-22-16

**MODEL RESOLUTION FORM**

**Application for Aitkin County Tourism Promotion and Development Grant**

To: Aitkin County Board of Commissioners

From: Salo Township

WHEREAS, the Salo Town Board (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 provide signage and trail work to connect park to trail. (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need an ACTPDG Fund grant for \$ 1,000.00 (insert amount of the grant for which you are applying) 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 ACTPDG 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 \$1,000.00 to provide funds to do the program/event.

BE IT FURTHER RESOLVED that the Applicant Bob Marcum, Supervisor, 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 Mr. Marcum 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: \_\_\_\_\_, 2016

By: Robert J. Marcum

Its: Supervisor  
(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), 2016.

By: \_\_\_\_\_  
Its Secretary

**Aitkin County**  
**Application for Aitkin County Tourism Promotion and Development Grants**  
**January 1, 2016 - December 31, 2016**

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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.

Special consideration will be given to applications that will enhance the Northwood's ATV Trail through signage, promotion, activities or trail amenities.

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 4<sup>th</sup> 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:** Fireworks City of Tamarack

**Date(s) of Program:** July, 4 2016 Fireworks Display

**Location of Program:** City of Tamarack

**Park**

**Organization/Community Name:** City of Tamarack

**Person in Charge of Project:** Beth Fredrickson and Cheryl Meld \_\_\_\_\_

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

235 Main Street North PO Box 98 Tamarack, Mn 55760

**Contact Person's Phone #:** 218-768-0975 \_\_\_\_\_

**Legal Status of Organization:** x \_\_\_\_\_ **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:** to provide a fireworks display that will draw people to the area.

**2. FUNDING:**

Amount requested from Aitkin County Tourism (ACTGAC) \$400.00 \_\_\_\_\_  
 (Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$ 100.00 \_\_\_\_\_

**Total projected budget** \$ 500.00 \_\_\_\_\_

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

The City of Tamarack has had the 4<sup>th</sup> of July Fireworks Display for the last 50 years. This annual event draws people from the surrounding communities and summer tourists. The City of Tamarack is a small town in the heart of the Lake's Country. A grant is needed for advertising so that people will be able to plan on attending this event.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Grant funds will be used for advertising the Fireworks Display. Newspapers used will be the Aitkin Independent Age, and the Voyageur Press. Having our Fireworks display in all the local newspapers and flyers will be beneficial to this area of Tamarack and Aitkin County.

\_\_\_\_\_

\_\_\_\_\_

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

People who come to this event will spend money in Aitkin County on gas, food, taxes, etc. It will have a good financial impact on the County of Aitkin benefiting the whole of Aitkin County. The City of Tamarack is at the center of the Lakes Area and there will be many tourists who will be at the fireworks display.

\_\_\_\_\_

\_\_\_\_\_

**List target markets:**

**Where – geographic areas (s)**

Tamarack, McGregor, Lake Minnewawa, Lawler, and Big Sandy.

**List target audience:**

**Who – type of group or activity**

Families and Tourists and weekend

cabin people.

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

150\_\_

**From other communities in Minnesota: 100** \_\_\_\_\_

**From outside of Minnesota: 50** \_\_\_\_\_

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

Category	ACTGAC Funds	Applicant Funds	Total
Advertising			

<b>Aitkin Age</b>	<b>250.00</b>	<b>100.00</b>	
<b>Voyageur Press</b>	<b>225.00</b>		
<b>Flyers</b>	<b>25.00</b>		
<b>TOTALS</b>	<b>500.00</b>	<b>100.00</b>	<b>400.00</b>

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 2<sup>nd</sup> 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 Beth Judin Date: 4-19-2016  
*VAMARACK City Clerk*



**Tourism Grant Resolution 040616**

To: Aitkin County Board of Commissioners  
From: City of Tamarack

WHEREAS, the City of Tamarack is a government entity operating under the laws of the State of Minnesota; and

WHEREAS, the City of Tamarack has a need for a grant to help promote the 4<sup>th</sup> of July celebration in Tamarack; and

WHEREAS, the City of Tamarack has determined that it will need an ACTPDG Fund grant for \$1,000.00 in order to do the 4<sup>th</sup> of July event; and

WHEREAS, the City of Tamarack has available One Hundred Dollars (\$100.00) as matching funds for the 4<sup>th</sup> of July Celebration; which funds the City of Tamarack will not use as matching funds for any other programs or events; and

WHEREAS, the City of Tamarack understands and agrees that ACTPDG Funds will not be used to reimburse the City of Tamarack for any costs incurred prior to the date on which the 4<sup>th</sup> of July celebration is approved by the Aitkin County Board of Commissioners;

NOW, THEREFORE BE IT RESOLVED that the City of Tamarack hereby authorizes and approves making application to Aitkin County for a grant for \$1,000.00 to provide funds to the 4<sup>th</sup> of July Celebration.

NOW, THEREFORE BE IT RESOLVED that the City of Tamarack Mayor Cyrus and Clerk Fredrickson 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 the Clerk Fredrickson is here by designated as the person who will supervise the 4<sup>th</sup> of July Celebration and successfully complete the Program/Event in a timely manner to the satisfaction of the Aitkin County Board of Commissioners.

ADOPTED: April 6th, 2016

By: J. John Cyrus  
Its: Mayor

I, the undersigned Clerk of the City of Tamarack, hereby certify that the above Resolution is a true copy of the Resolution duly passed, adopted and approved by the City of Tamarack on the 06 of April 2016

By: Beth Fredrickson

**City Hall Phone & Fax: 218/768-0975**

**Email: [cityoftamarack@frontiernet.net](mailto:cityoftamarack@frontiernet.net)**

**Mayor: J. John Cyrus**

**Council Members: Dawn Foerster, Kathy Haugse, Megan Beck, Lisa MacDiarmid**

**Clerk /Treasurer: Beth Fredrickson**

**Aitkin County**  
**Application for Aitkin County Tourism Promotion and Development Grants**  
**January 1, 2016 - December 31, 2016**

**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 June. Application deadline is April 29th.

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.

Special consideration will be given to applications that will enhance the Northwood's ATV Trail through signage, promotion, activities or trail amenities.

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 4<sup>th</sup> 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:** STAY & PLAY

**Date(s) of Program:** 7-8-2016/7-4-2016 **Location of Program:** MCGIATH MN

**Organization/Community Name:** MCGIATH 4th of July Committee

**Person in Charge of Project:** SHANNON THOMSEN

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

PO BOX 135 MCGIATH MN 56350

**Contact Person's Phone #:** 320-592-0226

**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** Community Civic Activities

**2. FUNDING:**

Amount requested from Aitkin County Tourism (ACTGAC)

(Minimum \$100.00, maximum request is 1,000.00)

\$ 1,000.00

Amount of your organization's match

\$ 100.00

**Total projected budget**

\$ 2,950.00

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

Even Pancake Breakfast, parade, Door prizes, Music, Street Dance,  
F.M works at Dusk, - (paid for by committee)

ATTN: promotional stay & play attachment

CC: Mark Jacobs, Bob Knuts, Ross Wagner

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

Funding will be used to promote and advertise the play and  
stay event, To attract outside sources of tourism to  
The southern part of Aitkin County parks and trails

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

It will allow people to travel, stay and enjoy The Festivals and  
McGills along with county parks and trails

**List target markets:**

**Where - geographic areas (s)**

MINNAPOLIS, ST Cloud, Duluth,  
Grand Rapids,

**List target audience:**

**Who - type of group or activity**

Family event,

**Please estimate the number of people who will come from: Your local community and surrounding area: 150**

**From other communities in Minnesota: 4-500**

**From outside of Minnesota: 3-400**

TOTAL 1200 persons

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

Category	ACTGAC Funds	Applicant Funds	Total
advertising - Newspaper	350.00		
advertising - Radio	350.00		
advertising - Posters	300.00	100.00	
<b>TOTALS</b>			

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 2<sup>nd</sup> 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 Shawn Turner

Date: 5-26-2016

## **Ross Wagner**

---

**From:** Shannon Thomsen [tristatetrack@aol.com]  
**Sent:** Tuesday, April 26, 2016 1:36 PM  
**To:** rwagner@co.aitkin.mn.us  
**Subject:** Stay & Play weekend July 1,2,3,4th promotional

Aitkin County Board Of Commissioners,  
2016  
Aitkin County Economic Development,  
(ACTGAC)  
Aitkin County Land Department  
Aitkin County Parks

4-26-

To All Commissioners and public works officials,

I am writing to you in proposal of our ( Stay & Play ) July 1,2,3,4th weekend promotion we would like to kick off on the independence day weekend this year!

I have conceived a promotional package that would not only help our local celebration coming this year, But would also help support our local county parks and trail system with added tourism to our community.

Economic Development - Aitkin County will benefit from profits made in temporary parks expansion along the Soo Line trail in McGrath, The area in question is on the south side of the right of way between Co Rd 9 east and would allow for 10- 40x50 primitive camping areas and also 2 camping areas west of county road 9 on the south side access, The McGrath committee would be responsible for advertising, clean up and collection of funds with the engagement of the request.

Additional Economic growth will come from the sale of local firewood purchased thru the county and sold locally to campers that stay in the event promoting job growth,

Local business share in the profits that support our community event and economic development that helps to bring family's from around the state and country together every year with a annual turnout of around 2,000 guests !

With this tourism grant of (\$1,000.00) for advertising & committee gratuity (\$100.00) to help boost our local and county long term goals toward the future we will gladly see a significant rise in attracting new tourism and economic expansions in southern Aitkin County.

Please feel free to contact me at anytime

**Thanks,**  
**Shannon Thomsen**  
**McGrath 4th of July Committee President**  
**Po Box 181**  
**McGrath, MN 56350**  
**320-592-0226**



Department of the Treasury  
Internal Revenue Service  
KANSAS CITY, MO 64999

DATE OF THIS NOTICE: 01-17-89  
EMPLOYER IDENTIFICATION NUMBER: 41-1626984

CP 575

09064651

0

For assistance you may  
call us at:

291-1422 MNPLS.-ST. PAUL  
800-424-1040 OTHER MN

MCGRATH 4TH OF JULY FUND  
LOCAL  
MCGRATH MN 56350

Or you may write to us at the  
address shown to the left. If you  
write, be sure to attach the bottom  
part of this notice.

## Notice of New Employer Identification Number Assigned

Thank you for your Form SS-4, Application for Employer Identification Number (EIN). The number assigned to you is shown above. This number will be used to identify your business account and related tax returns and documents, even if you do not have employees.

Please keep a copy of this number in your permanent records. Use this number and your name, exactly as shown above, on all Federal tax forms that require this information, and refer to the number on all tax payments and tax-related correspondence or documents. Incomplete information or any variation used when filing tax returns, making FTD payments or subsequent payments may result in improper or delayed posting of payments to your account and/or the assignment of more than one EIN.

If your business is a partnership which must obtain prior approval for its tax year, the tax year you entered in Block 3 of your Form SS-4 does not establish a tax year. For guidance in determining if you must request prior approval and the method of doing so, see IRS Publication 538, Accounting Periods and Methods, available at most IRS offices.

Please note that the assignment of this number does not grant tax-exempt status to nonprofit organizations. Any organization (other than a private foundation) having annual gross receipts normally of not more than \$5,000 is exempt by statute if it meets the requirements of section 501(c)(3) of the Internal Revenue Code. These organizations are not required to file Form 1023 (Application for Recognition of Exemption) or file Form 990 (Return of Organization Exempt from Income Tax). However, if the organization wants to establish its exemption with the Internal Revenue Service and receive a ruling or determination letter recognizing its exempt status, it should file Form 1023 with the Key District Director. For details on how to apply for this exemption, see IRS Publication 557, Tax-Exempt Status for Your Organization, available at most IRS offices.

Thank you for your cooperation.

Keep this part for your records.

Form 5501 (4-88)

If you have any questions, please return this part with your  
correspondence so we may identify your account. Please

CP 575

Aitkin County

Application for Aitkin County Tourism Promotion and Development Grants

**1. PROGRAM INFORMATION**

**Project Name:** The Jaques Art Center Community Canvas

**Date(s) of Program:** Location of Program: July 14<sup>th</sup> to September 2<sup>nd</sup> 2017

**Organization/Community Name:** The Jaques Art Center

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

Barden R. Heft 121 2<sup>nd</sup> St. NW Aitkin, MN 56431

**Contact Person's Phone #:** 218-927-4008(H) 218-927-2363(W)

**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:** The Jaques Art Center publicly presents exhibits, workshops, seminars and programming for people of all ages, cultures and backgrounds. Its focus is to publicly present the arts including that of Francis Lee Jaques and Florence Page Jaques.

**2. FUNDING:**

Amount requested from Aitkin County Tourism (ACTGAC) \$ 800.00

(Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$ 200.00

**Total projected budget** \$1000.00

**3. PROJECT/EVENT DESCRIPTION:**

---

The Jaques Community Canvas has a far reaching appeal to every age group from the youngest to the oldest participant. It gives people the opportunity to create any art work on the canvas they want and when the 300 pieces are put together it looks like a gaint mosaic. See attached from our 2014 exhibit.

Funding from the ACTPDG will provide advertising that we put in the Aitkin Independent Age, the NewsHopper & The Guide. It will also fund posters to encourage anyone who wants to participate as well as advertise the event.

See attached advertising statements as a sample of costs.

This event brings in many visitors to view this mosaic and specifically the time frame is designed for families and vacationers to come to Aitkin to see it. We purposely scheduled the Community Canvas at the peak of tourist season to afford the broadest range of both participants and viewers. They also then become familiar with Aitkins' famous wildlife artist, Francis Lee Jaques. There will be a festive 'opening' on Saturday July 15<sup>th</sup> for artists and community.

**List target markets: List target audience:** The target audience is young and old from Aitkin county and beyond.

**Where – geographic areas (s) Who – type of group or activity :** We will solicit artists from schools, churches, resorts, and encourage anyone to come to the Jaques to work on or finish their art. Most will do it at home and bring it in.

The Jaques Art Center is continuously working to provide Aitkin county residents and visitors a top notch small town Art Center that offers a wide range of programs and exhibits.

**Please estimate the number of people who will come from: Your local community and surrounding area:** Attached is the breakdown of our Community Canvas exhibit in 2014. We can estimate that we will have 300 participants which will bring to the center that many plus persons stopping to view the show. A conservative estimate would be 500.

**From other communities in Minnesota:** 50

**From outside of Minnesota:** 50

<b>4. PROJECT BUDGET:</b>	<b>ACTGAC Funds</b>	<b>Applicant Funds</b>	<b>Total \$800.00</b>
Advertising for Community Canvas Exhibit	\$700.00	asked for	
Posters & Flyers	\$300.00		
From Jaques Art Center :	200.00		
Grant :	800.00		
<b>TOTALS</b>	<b>\$1000.00</b>		

**Application for Aitkin County Tourism Promotion and Development Grant**

To: Aitkin County Board of Commissioners

From: The Jaques Art Center

WHEREAS, the Jaques Art Center (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 offering advertising costs to promote the "Community Canvas" project for viewing July 14<sup>th</sup> 2017 to September 2<sup>nd</sup> 2017; and

WHEREAS, the Applicant has determined that it will need an ACTPDG Fund grant for \$800 in order to do the program/event; and,

WHEREAS, the Applicant has available \$200.00 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 ACTPDG 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 \$800 to provide funds to do the program/event.

BE IT FURTHER RESOLVED that Barden Heft, President and or Leslie Goble, Secretary 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 Barden Heft 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: April 16, 2016

By: BARDEN R. HEFT

Its: Barden R. Heft  
(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 Jaques Art Center on April 16, 2016.

By: Leslie A. Goble

Its: Leslie A. Goble  
(Secretary)

## 2014 Jaques Community Canvas Stats

373 Canvases were given away. . .  
318 were returned with creations complete  
58 canvases were lost or not returned

### Ages of participants:

Under 12 = 59

12 - 18 = 77

19 - 40 = 36

41 - 60 = 39

Over 60 = 114

### Gender of participants

Male = 108

Female = 247

### Addresses of participants

Aitkin address = 171

Minnesota = 127

Out of State = 6

Out of U.S. = 1 Australia

### Dates of Community Canvas Exhibit:

August 1 to September 6, 2014



31

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41

42

ART

AIR

fish

MOON

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16

# Advertising Statement

**Aitkin Independent Age**

1/1

PO Box 259, Aitkin, MN 56431

**Phone:** 218-927-3761

**Fax:** 218-927-3763

**URL:** www.aitkinage.com

Jaques Art Center  
121 2nd St. NW  
Aitkin, MN 56431

**Acct #:** 00001090  
**Phone:** (218)927-2363  
**Date:** 03/31/2016  
**Due Date:** 04/30/2016

Date	Trans #	Type	Description	Runs	Columns	Inches	Total
02/29/2016			Balance Forward				<b>293.00</b>
03/9/2016	300152224	INV	Progress 1/4 pg. Age	1	3	21.75	<b>245.00</b>

Remarks

**Total Due: \$ 538.00**

March 2016	February 2016	January 2016	December 2015	November 2015	October 2015
\$ 245.00	\$ 293.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00

You can't provide customer service  
**without Customers!**

**Make sure they can find you!**

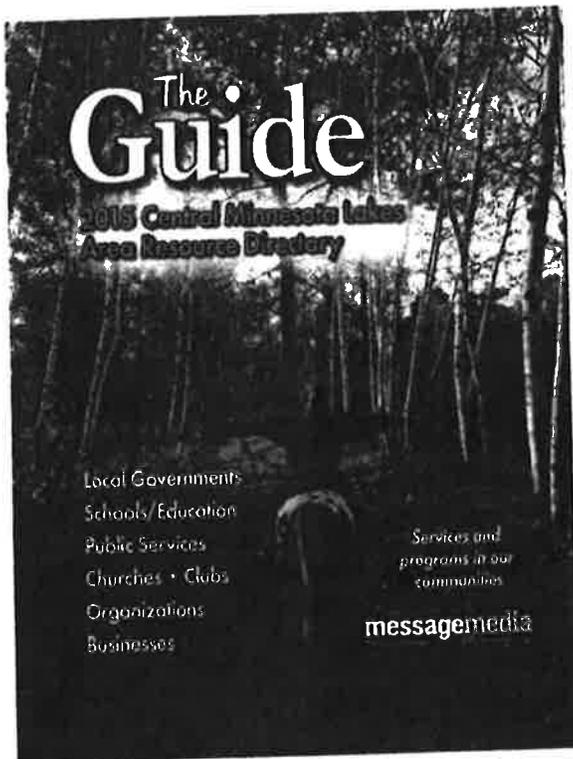
The one-stop, easy-to-use guide of area resources that connect you with your potential customers/clients.

A great way to promote your church, organization, product, business or service to newcomers & year-round residents alike!

**It's the  
Who's  
Who  
of this  
area!**

# The Guide

## Central Minnesota Lakes Area Resource Directory



(2015 Cover)

- ✓ City, township and county governments and officials
- ✓ Education information and school calendars
- ✓ Area associations, clubs, organizations and officers
- ✓ Fire and conservation officers
- ✓ Churches
- ✓ Health and human services
- ✓ Social and senior citizens services
- ✓ Emergency numbers
- ✓ Plus much more valuable community information

**No billing  
until March!**

**You'll want to be included in our  
Community Resource Directory because ...**

- ✓ Full color ads make your message stand out
- ✓ Handy magazine size & glossy cover
- ✓ Printed on heavier, white paper so your ad will 'pop'
- ✓ Handy index of advertisers by category so the reader can find your product or service easier
- ✓ Distributed to the customers that interest you:  
**11,500** to our local Bargain Hunters readers with  
**3,000** to our Twin Cities and Greater Minnesota readers and  
**100's** to Cities, Schools & Realtors to be given to area newcomers

### Great Rates & Circulation

Circulation ..... 14,500  
 Ad Deadline ..... Jan. 15, 2016  
 Distribution ..... Feb. 2016

Ad Size	Inches	Cost
1/12 page	2.25 x 2.25	\$189
1/6 page	2 x 4.75 or 4.5 x 2.25	\$239
1/4 page	2 x 7.25 or 7 x 2.25	\$293
1/3 page	4.5 x 4.5	\$315
1/2 page	7 x 4.5	\$389
Full page	7 x 9.25	\$620
Back cover		\$1,565
Inside front or back cover		\$1,189

**No billing until March 2016!!**

### Added Value!

Every ad appears on both the Mille Lacs Messenger and the Aitkin Age websites, with thousands of unique visitors each month!

[www.aitkinage.com](http://www.aitkinage.com) or [www.millelacsmessage.com](http://www.millelacsmessage.com)



**In Isle, contact:**

Monica [ads@millelacsmessage.com](mailto:ads@millelacsmessage.com) • Polly [marketing@millelacsmessage.com](mailto:marketing@millelacsmessage.com)  
 320.676.3123 or 888.676.3123 / fax 320.676.6540



**Aitkin Independent Age**

**In Aitkin, contact:**

Roxie [rbouey@aitkinage.com](mailto:rbouey@aitkinage.com) • Joel [ads@aitkinage.com](mailto:ads@aitkinage.com)  
 Patty [pthole@aitkinage.com](mailto:pthole@aitkinage.com) • 218.927.3761 or 800.450.3761 / fax 218.927.3763

**ARTICLES OF INCORPORATION  
OF  
THE JAQUES ART CENTER**

The undersigned, being natural persons of full age, for the purpose of forming a nonprofit corporation under the provisions of the Minnesota Nonprofit Corporation Act, Minnesota Statute Chapter 317A, hereby adopts the following Articles of Incorporation.

**ARTICLE I - NAME**

The name of the corporation shall be The Jaques Art Center. \*

**ARTICLE II - REGISTERED OFFICE**

Its principal place of service shall be the State of Minnesota, and its registered office shall be 316 - 1st Avenue Northwest, Aitkin, Minnesota 56431.

**ARTICLE III - PURPOSE**

The purpose of this corporation shall be generally to operate exclusively for charitable, benevolent and educational purposes and more specifically to collect and publicly present the art of the late Francis Lee Jaques. The center will be a local source of art appreciation and development in the form of workshops, seminars, exhibits and special artistic programming for people of all ages and backgrounds.

**ARTICLE IV - RESTRICTIONS AND LIMITATIONS**

Notwithstanding any other provisions of these Articles of Incorporation, the corporation shall at all times be subject to the following restrictions:

1. The corporation shall neither have nor exercise any powers nor shall it engage directly or indirectly in any activity that would invalidate its status (1) as a corporation which is exempt from federal income taxation as an organization described in Section 501(c)(3) of the Internal Revenue Code of 1986, or (2) as a corporation contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code of 1986.

2. Except as otherwise permitted under Section 501(h) of the Internal Revenue Code of 1986, no part of the activities of this corporation shall consist of carrying on propaganda or otherwise attempting to influence legislation; nor shall it be in any manner or to any extent participate in, or intervene in any political campaign on behalf of any candidate for office; nor shall the corporation engage in any activities that are unlawful under applicable federal, state or local laws.

3. This corporation shall not operate for the primary

**Aitkin County**  
**Application for Aitkin County Tourism Promotion and Development Grants**  
**January 1, 2016 - December 31, 2016**

**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 June. Application deadline is April 29th.

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.

Special consideration will be given to applications that will enhance the Northwood's ATV Trail through signage, promotion, activities or trail amenities.

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 4<sup>th</sup> 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:** Depot Museum's 100<sup>th</sup> Anniversary

**Date(s) of Program:** August 2016

**Location of Program:** Aitkin Depot Museum

**Organization/Community Name:** Aitkin County Historical Society.

**Person in Charge of Project:** Scott Rian

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

Po Box 215 Aitkin MN 56431

**Contact Person's Phone #:** 218-927-3348

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

\_\_\_\_\_ **Non-profit Tourism Association**

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 Provide information and archives on county history to all as well as preserve artifacts important to the counties past.**

**2. FUNDING:**

Amount requested from Aitkin County Tourism (ACTGAC) \$1000.00  
(Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$1668.28

**Total projected budget** **\$2668.28**

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

The NP depot is 100 years old this year and we will be printing a county wide map to distribute at our open house in August. The map has 85 historically significant sites throughout the county with GPS coordinates' to each site. We will use the grant funding to help advertise the event and print maps.

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

Publicize the Depots anniversary, raise awareness in the Historical society and the rich history found throughout the county.

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

The map encourages exploration and can be given at other venues to cross promote the county as a whole.

**List target markets:**

**Where – geographic areas (s)**  
Statewide reach

**List target audience:**

**Who – type of group or activity**  
Local and tourists as well as lake home owners

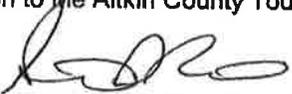
**Please estimate the number of people who will come from: Your local community and surrounding area: 500**  
**From other communities in Minnesota: 2500**  
**From outside of Minnesota: 500**

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

Category	ACTGAC Funds	Applicant Funds	Total
Advertising	\$ 100.00	\$ 169.28	\$ 269.28
Map Printing	\$ 900.00	\$ 1387.00	\$ 2287.00
Map editing	\$ .00	\$ 112.00	\$ 112.00
<b>TOTALS</b>	<b>\$1000.00</b>	<b>\$1668.28</b>	<b>\$ 2668.28</b>

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 2<sup>nd</sup> 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: 28 APRIL 2016



Printing ~ Marketing ~ Logo Design

April 26, 2016

To: Scott Rian  
Aitkin County Historical Society  
PO Box 215  
Aitkin, MN 56431

Estimate:120913

Contact-Jeff Tidholm

We are pleased to submit the following "History Guide Map" bid as requested, based on the specifications provided.

**Description:**

24" x 18" flat size, accordion folds to 4" x 18" and then in half to 4" x 9" finished size

Finished Size: 4" x 9"

Printed on: 80# Matte Text

2-Color with bleeds – Both Sides (color choices by you)

Trimmed and folded

<u>Quantity:</u>	<u>2500</u>	<u>5000</u>	<u>7500</u>
Price for printing only	\$1,767.00*	\$2,287.00*	\$2,794.00

\*This price DOES NOT include Graphic Design Services. Design time is estimated between 2 – 3 Hours = \$112.00 to \$168.00.

If you have any questions or need additional information please feel free to call,

Jeff Tidholm  
Owner/Sales

---

213 Minnesota Avenue North ~ P.O Box 251, Aitkin, MN 56431  
Office: 218.927.3761 ~ Toll Free: 888.515. JEFF (5333) ~ Fax: 218.927.3763

Department of the Treasury

District Director

Internal Revenue Service

Date:

In reply refer to: Mrs. Galovnik  
612-725-7344

December 10, 1974 | StP:EO:74-1539 MAO:arg

41-096-3286

▷ Aitkin County Historical Society, Inc.  
Second Street, North West  
Aitkin, Minnesota 56431

Accounting Period Ending: September 30  
Purpose: Educational

Gentlemen:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

You are not liable for social security (FICA) taxes unless you file a waiver of exemption certificate as provided in the Federal Insurance Contributions Act. You are not liable for the taxes imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes under sections 2055, 2106, and 2522 of the Code.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt status. Also, you must inform us of all changes in your name or address.

If your gross receipts each year are normally more than \$5,000, you are required to file Form 990, Return of Organization Exempt From Income Tax, by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file a return on time.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

09/3296 You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

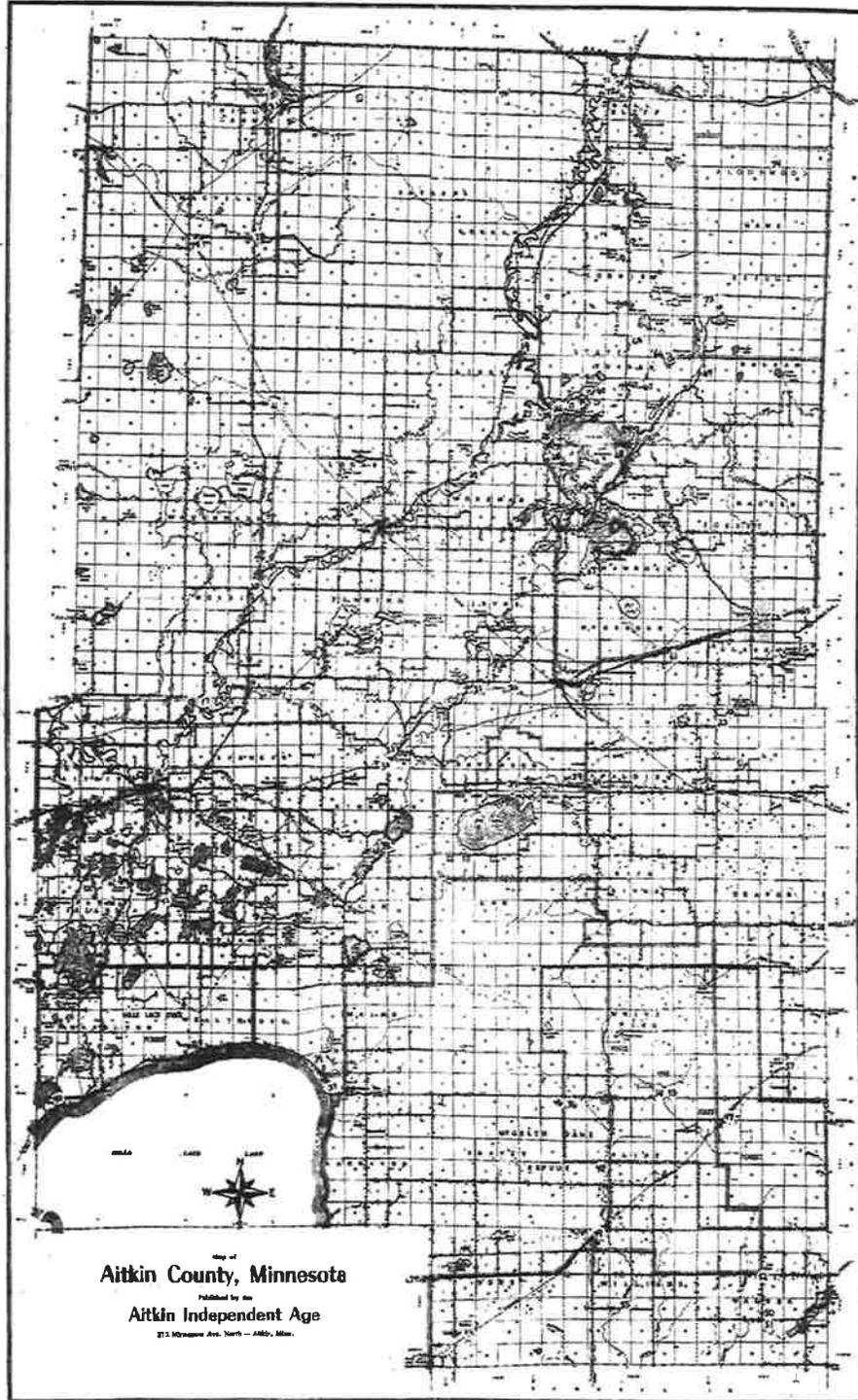
Sincerely yours,

*C. D. Switzer*

C. D. Switzer  
District Director

Form L-178 (Rev. 7-71)

FRONT OF MAP



Map of  
**Aitkin County, Minnesota**

Published by the  
**Aitkin Independent Age**

212 Minnesota Ave. North - Aitkin, Minn.



# Aitkin County Tourism Development and Promotion Grant Award History

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

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

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



## Ross Wagner

---

**From:** Chris Maddy [CMaddy@northspan.org]  
**Sent:** Thursday, March 24, 2016 4:32 PM  
**To:** Ross Wagner  
**Subject:** Northland Connection Request  
**Attachments:** 2016 Northland Connection Strategic Plan\_Final without a la carte.docx; Businesses we have attracted since 2001.docx

Ross,

Thanks for the privilege of sending to you this request for a contribution to Northland Connection. I'd like to bring you up to speed on changes in the program the last several years.

The name itself changed from the Arrowhead Business Connection back in 2008 to Northland Connection as we welcomed Douglas County to our mix of seven counties that make up the Arrowhead. A lot of data based in the Metropolitan Statistical Area (Carlton and St. Louis counties in Minnesota and Douglas County, Wisconsin) was included in a lot of requests for information and it only made sense to expand our reach. Additionally APEX joined our family of economic developers. They took over the marketing and shoe-leather work that often times comes associated with economic development. We settled in as the online representative of eight counties including Aitkin. Today we manage 13 properties in Aitkin County. We also conduct research and analysis which the attached strategic plan explains.

In a nutshell Ross we are the go-to entity for economic development data. I would welcome the opportunity to expand our level of services to include Aitkin County and I invite your economic development group to consider our request for \$4,000. You will find a list of partners in the attached file. I've also attached a file that showcases the level of recruitment we have responsible for the last 15 years.

Thanks Ross,

**Chris Maddy**

Director, Marketing & Business Recruitment  
Director, Northland Connection

The Northspan Group Inc.  
221 West First Street  
Duluth, MN 55802-1909

218.529.7564 Direct  
218.591.3455 Cell  
[cmaddy@northspan.org](mailto:cmaddy@northspan.org)

**NORTHSPAN**

[northspan.org](http://northspan.org)

*Creative Solutions for Business and Community Development*

**NORTHLAND \* CONNECTION**  
[northlandconnection.com](http://northlandconnection.com)

**NORTHFORCE**  
[NORTHFORCE.org](http://NORTHFORCE.org)

## 2016 BUDGET AND KEY STRATEGIES AND TACTICS

### Northland Connection Program Objective

Provide Economic Development Data and Analysis to Recruit, Expand and Retain Businesses; and Create New Jobs and Wealth within our Region.



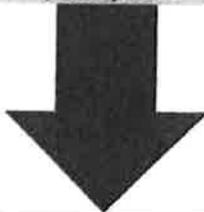
### Northland Connection Program and its Core Services

Your investment enables Northspan to generate and package economic development data for this region; to sustain and keep up-to-date Web-based tools designed to describe, illustrate, and market the area's economic development assets to targeted audiences.



### 2016 Partner Investment

**\$132,482**



### Northland Connection Program 2016 Budget

Key Strategies/Tactics	Personnel Salaries & Fringe Benefits	Operating Support <sup>1</sup>	Direct Cost	Total	% Total Budget
Manage and Market Northland Connection Program	16,991	10,704	5,000 <sup>2</sup>	32,695	25%
Manage Regional Economic Development Portal NC.com	44,896	28,284	11,500 <sup>3</sup>	84,680	64%
Program Administration	6,434	4,053	4,620 <sup>4</sup>	15,107	11%
<b>Total</b>	<b>\$68,321</b>	<b>\$43,041</b>	<b>\$21,120</b>	<b>\$132,482</b>	<b>100%</b>

<sup>1</sup> Operating support – rent, furniture, office supplies, telephone, fax, insurance, equipment such as computers, printers, servers, financial/accounting, and administrative/management services.

<sup>2</sup> Business and Industry data

<sup>3</sup> NC.com Software license

<sup>4</sup> Travel, meeting expenses, Minnesota Marketing Partnership and other memberships, etc.

# NORTHLAND CONNECTION<sup>SM</sup>

## Northland Connection Key Strategies and Tactics

### Manage and Market Northland Connection Program

\$27,695

- Position NC Program as the primary resource for economic development information in the region
- Secure and utilize high-end, proprietary databases (e.g. Nexis) and other library/online resources to generate business and industry data
- Provide targeted business and industry research and analysis for partner users of Northspan's in-depth, customized research and analysis, and data packaging services
- Research and prepare detailed property options that meet the requirements of partner prospects and site selector clients
- Qualify and respond to referrals and program-generated business expansion/retention inquiries
- Target regional stakeholders and site selector networks to promote program services and the NC.com economic development portal
- Leverage peer group networks (i.e. BOMA, IREA, Minnesota Marketing Partnership, MN DEED, DAAR, RAOR) and other opportunities to collaborate and promote Northland and its economic development assets
- Leverage funding partner marketing efforts
- Communicate program activities frequently to funding partners

### Manage Regional ED Portal, NorthlandConnection.com

\$73,180

- Communicate the region's competitive advantages and industry sectors
- Sustain the region's nationally-recognized regional economic development portal, maintaining high quality data, GIS mapping and imagery in the following categories:
  - Commercial/industrial real estate database which includes more than 400 sites and buildings in eight counties and demographic reports from ESRI
  - Area programs and services database which includes more than 350 programs and services such as business financing programs and workforce training services
  - Leading employers/industry clusters which includes a database of more than 350 employers and overviews of seven industry clusters
  - Utility rates and billings for Minnesota Power, Minnesota Energy Resources, five electric cooperatives and 58 municipal and public works utilities
  - Annual enrollment and graduation rates for 12 area community colleges and universities
  - Labor market information including salaries, payroll, and labor force data
  - Infrastructure including roadways, aviation, rail, taxation, and government contacts
  - Quality of life including climate, housing, crime, and secondary education statistics
  - Business news including relevant business development activities
- Train the region's users of the website to maximize its capabilities; it is expected we will be up and running by February at which time we will provide up to three seminars throughout the year
- Automate demographics information through web services and strategic links
- Implement technical tactics to position NC.com to national audiences (e.g. SEO)
- Track utilization of NC.com to assess effectiveness
- Research innovation trends to ensure NC.com employs latest technology
- Work with third party programmers to improve technology and dynamic tools on NC.com
- Maintain license/hosting server relationships

### Administration

\$10,487

- Funding development
- Invoicing
- Research and development
- Meeting logistics
- Graphic design
- Peer meetings

### Direct Costs

\$21,120

- Economic development (business and industry) data
- Staff travel, meeting expenses, postage, copying/printing, memberships, misc.
- NC.com software license

## Northland Connection Program 2016 Budget

\$132,482

# NORTHLAND CONNECTION<sup>SM</sup>

## Partner Program 2015 Investment

<p><b>Minnesota Power</b></p> <p>Minnesota Power has a presence in all eight counties Northland Connection covers. With a few exceptions, nearly all of the 65 plus communities profiled on NC.com and 400+ properties in the database are served by MP and/or Superior Water Light and Power. The utility relies on the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$25,000
<p><b>Iron Range Resources &amp; Rehabilitation Board (IRRRB)</b></p> <p>IRRRB has a presence in six counties served by Northland Connection. The agency serves 35 of the communities profiled on NC.com; 181 of the properties in the database are within IRRRB's service area. The agency relies on Northland Connection to manage property data and engages the program for some limited research and analysis of business and industry data.</p>	\$20,000
<p><b>Area Partnership for Economic Expansion (APEX)</b></p> <p>APEX has a presence in all eight counties Northland Connection covers and utilizes the program's research, analysis and packaging of business and industry data and real estate options.</p>	\$15,000
<p><b>Duluth Economic Development Authority (DEDA)</b></p> <p>DEDA has 127 of the sites and buildings in the database and utilizes the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$15,000
<p><b>St. Louis County</b></p> <p>St. Louis County has 266 properties in the database including those associated with Duluth, Hermantown, and the Iron Range.</p>	\$10,000
<p><b>Superior/Douglas County</b></p> <p>The City of Superior and Douglas County each contribute \$5,000. There are 27 sites and buildings from Superior/Douglas County in the database. Both organizations utilize the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$10,000
<p><b>Arrowhead Regional Development Commission</b></p> <p>ARDC has a presence in seven counties Northland Connection covers, five of which provide funding for Northland Connection (Carlton, Itasca, Koochiching, Lake and St. Louis counties). ARDC utilizes the program's research, analysis and packaging of demographic, business and industry data.</p>	\$5,000
<p><b>Cloquet/Carlton County</b></p> <p>The City of Cloquet and Carlton County each contribute \$2,500. There are 41 sites and buildings from Cloquet/Carlton County in the database. Both organizations utilize the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$5,000
<p><b>Duluth Seaway Port Authority</b></p> <p>There are eight sites controlled by DSPA in the database. DSPA also utilizes the program's research, analysis and packaging of demographic, business and industry data.</p>	\$5,000
<p><b>Two Harbors Economic Development Authority (THEDA)/Lake County</b></p> <p>THEDA contributes \$1,000 and Lake County provides \$4,000 for the program. There are 16 sites and buildings from Two Harbors/Lake County in the database. Both utilize the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$5,000
<p><b>Grand Rapids Economic Development Authority (GREDA)/Itasca Economic Development Corp (IEDC)</b></p> <p>GREDA and IEDC each contribute \$1,500 to the program. There are 47 sites and buildings from Grand Rapids/Itasca County in the database. Both utilize the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$3,000
<p><b>City of Hermantown</b></p> <p>The City of Hermantown has 20 of the sites and buildings in the database and utilizes the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$2,500
<p><b>Fond du Lac Indian Reservation (FDL)</b></p> <p>FDL has no sites or buildings in the database at this time. FDL engages the program for some limited research, analysis and packaging of demographic, business and industry data.</p>	\$2,500
<p><b>Koochiching Economic Development Authority (KEDA)</b></p> <p>Koochiching County has ten properties in the database and utilizes the program's research, analysis and packaging of demographic, business and industry data and real estate options.</p>	\$1,500
<p><b>Minnesota Department of Employment and Economic Development (DEED)</b></p> <p>Staff provides in-kind assistance to MN DEED's regional economic development coordinator on responses to requests for information and other economic development activities in the region. We also partner with MN DEED's Regional Labor Analyst on packaging state labor market and industry information.</p>	
<b>TOTAL \$124,500</b>	

## **Businesses we have attracted – Northspan Group**

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### **Enbridge Energy**

We were the lead on whether Enbridge Energy expanded its business in Duluth and Superior. They were looking to add another 150 engineering jobs and consider Duluth/Superior as the American hub for engineering. Today Enbridge employs more than 500 workers in our market.

### **United Pediatric Services**

This Iowa-based firm needed a northern Minnesota office to address resident needs. They offer nursing services for kids who otherwise fall through the cracks. They expanded into downtown Duluth and employ about 7 people.

### **Hydro-Klean**

We attracted this business to Duluth and they employed ten people. They clean pipes and large equipment. They worked here for about five years before consolidating their services to an office in North Mankato.

### **UtilitiesPlus Energy Services**

This business serves mining-related companies on the Range. They located a service office in Eveleth and currently employ seven people.

### **Dingwells North America**

This Canadian business expanded into Hermantown, then moved its operations to Superior. They are basically a machine shop. They employ around 10 people.

### **IPS Worldwide**

We attracted this company from St. Paul to Duluth. They employ about 15 people. Their main goal is to refurbish locomotive cranes.

### **HealthPartners**

This is a growing health company that needed an IT presence in their satellite offices. They moved to Duluth and today employ about 30 people.

### **Rockwell Automation**

This company is well-known with offices throughout the upper Midwest. They located in Duluth and currently serve major industrial outlets in our area. They employ about 40 people.

### **Premier Plastics**

We recruited this company to Hoyt Lakes. They also have a building in Eveleth. They do roto-molding parts for recreation, primarily ATV's and pontoon boats. They currently employ about 35 people with plans to expand their Hoyt Lakes operation.

### **Hydrosolutions of Duluth**

This company moved its operations from Fergus Falls and services primarily aviation-industry companies. They do water jet cutting of tools and parts. They employ about 15 people.