



Board of County Commissioners Agenda Request

38
Agenda Item #

Requested Meeting Date: May 23, 2017

Title of Item: Aitkin County Tourism and Development Grants

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	Action Requested: <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* <small>*provide copy of hearing notice that was published</small>
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Submitted by: Ross Wagner	Department: Economic Development & Forest Ind
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Presenter (Name and Title): Ross Wagner, Economic Development & Forest Industry Coordinator	Estimated Time Needed: 10 Minutes
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Summary of Issue:
 Aitkin County has received 5 applications for the Tourism Promotion and Development Grants. There is \$4,500.00 available, with total requests being \$5,000.00. The Economic Development Committee is recommending that \$4,000.00 be approved. A memo detailing the requests and recommendations is attached as is a copy of the grants received and a list of past grants.

Alternatives, Options, Effects on Others/Comments:

Recommended Action/Motion:
 Approver recommendations

Financial Impact:
 Is there a cost associated with this request? Yes No
 What is the total cost, with tax and shipping? \$ 4,000.00
 Is this budgeted? Yes No *Please Explain:*
 Included in the 2017 Tourism and Promotion Budget.

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 17, 2017

SUBJECT: Aitkin County Tourism Promotion and Development Grants

Aitkin County has received the following applications for our Tourism and Promotion Development Grants;

- The Butler Project, promote and advertise the Harvest Moon Brewfest, \$1,000.00.
- The Butler Project, promote and advertise the weekly Farmers Market, \$1,000.00.
- Aitkin Chamber of Commerce, Billboard advertising featuring ATV Trails, \$1,000.00.
- Aitkin County Growth, develop an economic work plan for Aitkin, \$1,000.00
- Showboat of the Mississippi, promote dedication ceremony and community celebration of the Showboat, \$1,000.00

Following are the recommendations from the Economic Development Committee for funding for each request.

- The Butler Project - Brewfest, recommendation is to fund the request at \$500.00. All agreed that this is a good tourism event; however there is a fee to attend and the event can get free promotion through other means.
- The Butler Project - Farmers Market, recommendation is to fund the request in full. The more attendance at the Farmers Market would obviously help the area but possibly provide more income from local producers.
- Aitkin Chamber of Commerce - billboard advertising, recommendation is to fund the request in full. Billboard is in a high traffic area of Hwy 169, promotes the entire area.
- Aitkin County Growth - economic work plan for Aitkin, recommendation is to fund the full request, many items in the work plan can be used throughout the county and our funds leverage other funds from other organizations.
- Showboat of the Mississippi - dedication ceremony and community celebration of the Showboat, recommendation is to fund \$500.00 of the request. Committee is in favor of the project however, county funds cannot be used for live entertainment.

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2017 - December 31, 2017

DEADLINE: Grant requests must be submitted to ACTPDG c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431. Funding recommendations will be considered at the regularly scheduled meeting of the Aitkin County Economic Development Committee in May. Application deadline is May 1, 2017.

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 4th of July Celebrations, annually held races or contests and similar type events. New annual events will be considered for funding. Repeat annual events may be considered if the event changes in a significant way or if the event wants to try new advertising/promotion activities to reach a significantly new market. Tourism funds are not intended to be used an annual subsidy or line item budget amount.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: HARVEST MOON BREWFEST
Date(s) of Program: SEPT. 9, 2017 **Location of Program:** 301 mn. Ave. No
Organization/Community Name: The Butler Project LLC
Person In Charge of Project: Sylvia Allen
Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
301 MINNESOTA AVENUE No., AITKIN 56431
Contact Person's Phone #: 218-678-2441
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 Improve the Aitkin Economy THRO SPECIAL EVENTS

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) \$ 1000-
 (Minimum \$100.00, maximum request is 1,000.00)
 Amount of your organization's match \$ 200-
 Total projected budget \$ 1200-

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

See attached

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

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

List target markets:

Where – geographic areas (s)

*Minnesota, Wisconsin;
North Dakota; Iowa*

List target audience:

Who – type of group or activity

*60% male, 40% female
21-61 yrs. old*

Please estimate the number of people who will come from: Your local community and surrounding area: 100

From other communities in Minnesota: 300

From outside of Minnesota: 50

(See attached zip codes from 2016)

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

Category	ACTGAC Funds	Applicant Funds	Total
TOTALS			

NOTE: A written evaluation must be completed and returned to the Aitkin County Economic Development Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to: ACTDGP, c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St NW, #131, Aitkin, MN 56431.

Signature: Official person for community/organization, who will be responsible for the funding request and returning the evaluation to the Aitkin County Tourism Grant Advisory Committee.

Name *Alycia Oller*

Date: *2/8/17*

Attachment for Aitkin County Tourism Promotion and Development Grant for the Harvest Moon Brewfest at the Butler Building (301 Minnesota Avenue North) September 9, 2017 from 2-6 pm..

3. Project/Event Description

The Harvest Moon Brewfest will now be in its fourth year and has seen substantial growth. Initially, this program was developed to highlight the Glacial Lakes Homebrewers. As with our other events it has shown substantial growth over the last three years. We now have 10 breweries who participate, at least four homebrewers, two sets of entertainment, food vendors, and games. We do a register to win "a bucket of beer" so we can capture names, e-mails and zip codes. (See attached zip code print out from 2016 ... we reached 50+ zip codes!)

What we hope to accomplish and how it will be done

Our goals are two-fold: One, bring people to Aitkin and two, create awareness of the homebrewers. This will be done through a variety of marketing efforts, including, but not limited to:

- Statewide public relations (press releases, PSA's, social media, website exposure, etc.);

- Production of rack cards with distribution at the Mall of America as well as locally and regionally;

- Distribution of posters and rack cards to all resorts, RV parks and other visitor center to encourage coming to Aitkin and attending in the Brewfest;

- Advertising in CITY PAGES and the GROWLER to reach the beer enthusiast;

- Radio commercials on Hubbard Broadcasting (if the grant is received).

Explain how the project will bring visitors to and/or provide a positive economic impact to Aitkin Co.

It has already brought visitors to Aitkin. In the 2015 Comprehensive Plan presented to the City of Aitkin by Sambatek, the Harvest Moon Brewfest was listed as one of the five major reasons people come to Aitkin. And by marketing outside the Aitkin area (Duluth, Grand Rapids, St. Cloud,

Minneapolis-St. Paul) through Explore Minnesota designated sites, through rack cards at the Mall of America and mailings to all local resorts and CVB's it is logical to assume that more people will come to the event.

The positive economic impact will be felt by the vendors participating; the second economic impact will be that people are already in town and shop! (We just have to convince retailers to stay open!) Each year the Brewfest has h seen an increase in revenue (and attendance) over the previous years. We have no statistics on those retailers that do stay open.

10013	New York City	55417	Mpls
55014	Circle Pines	55422	Mpls
55020	Elko	55422	Mpls
55049	Medford	55428	Mpls
55060	Owatonna	55428	Mpls
55104	St. Paul	55429	Mpls
55105	St. Paul	55445	Mpls
55110	St. Paul	55448	Mpls
55124	St. Paul	55767	Moose Lake
55126	St. Paul	55779	Saginaw
55129	St. Paul	56093	Waseca
55187	St. Paul	56303	St. Cloud
55301	Albertville	56342	Isle
55305	Hopkins	56386	Wahkon
55306	Burnsville	56401	Brainerd
55309	Big Lake	56425	Baxter
55316	Champlin	56431	Aitkin
55317	Chanhausen	56441	Crosby
55328	Delano	56444	Deerwood
55343	Hopkins	56466	Motley
55345	Minnetonka	56468	Nisswa
55362	Monticello	56469	Palisade
55364	Mound	56470	Park Rapids
55369	Osseo	56472	Pequot Lakes
55379	Shakopee	56473	Pillager
55404	Mpls	56634	Clearbrook
55409	Mpls	78765	Austin, TX
55416	Mpls	91307	West Hills, CA

MODEL RESOLUTION FORM

(Print or type your resolution on your organization's letterhead or on a separate sheet of paper)

Application for Aitkin County Tourism Promotion and Development Grant

To: Aitkin County Board of Commissioners

From: Butler Project, Inc.

WHEREAS, the Butler Project, 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 purchase radio advertising to promote the Harvest Moon Brewfest (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need an ACTPDG Fund grant for \$1,000 in order to do the program/event; and,

WHEREAS, the Applicant has available Two Hundred Dollars (\$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 \$1,000 to provide funds to do the program/event;

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

BE IT FURTHER RESOLVED that Sylvia Allen 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: 4/11, 2017

By: Sylvia Allen

Its: President
(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 Butler Project, Inc. on April 11, 2017.

By: Beth Long
Its Secretary

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2017 - December 31, 2017

DEADLINE: Grant requests must be submitted to ACTPDG c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431. Funding recommendations will be considered at the regularly scheduled meeting of the Aitkin County Economic Development Committee in May. Application deadline is May 1, 2017.

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 4th of July Celebrations, annually held races or contests and similar type events. New annual events will be considered for funding. Repeat annual events may be considered if the event changes in a significant way or if the event wants to try new advertising/promotion activities to reach a significantly new market. Tourism funds are not intended to be used an annual subsidy or line item budget amount.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: FARMERS' MARKET
Date(s) of Program: 5/27 - 9/2/17 **Location of Program:** 301 Mn. Ave. No.
Organization/Community Name: The Botter Project LLC
Person in Charge of Project: Sylvia Allen
Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
301 Minnesota Ave. No, AITKIN 56431
Contact Person's Phone #: 218-678-2441
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 IMPROVE THE AITKIN ECONOMY THRO SPECIAL EVENTS

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) (Minimum \$100.00, maximum request is 1,000.00)	\$ 1000-
Amount of your organization's match	\$ 500-
Total projected budget	\$ 1500-

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

Please see attached

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

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

List target markets:

Where - geographic areas (s)

Duluth, Gr. Rapids,

St Cloud, MSP-

List target audience:

Who - type of group or activity

Families w/ children,

GRANDPARENTS

Please estimate the number of people who will come from: Your local community and surrounding area: 1500

From other communities in Minnesota: 500

From outside of Minnesota: 750

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

Category	ACTGAC Funds	Applicant Funds	Total
POSTERS		7500	7500
RAVCARDS		225	225
MAIL OF AMERICA		900	900
MARKET MGR		300	300
SIGNS		500	1500
RADIO	1000	375	375
ENTERTAINMENT			
TOTALS	1000	2800	3800

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

Alicia Olsen

Date:

4/7/17

Attachment for Aitkin County Tourism Promotion and Development Grant for the Aitkin Farmers' Market at the Butler Building (301 Minnesota Avenue North) Memorial Day to Labor Day 9 am to 1 pm.

3. Project/Event Description

The Aitkin Farmers' market is now in its fourth year and has seen substantial growth. Initially there were six farmers committed for the season and four who showed up on an as-available basis. Each year we added additional farmers as well as crafters and other vendors (pies, cakes, pastries, etc.) In addition we had entertainment that was willing to perform for free (or tips and selling their CD's).

As we moved forward we were able to invite two companies to be sponsors and we were able to hire a market manager. In addition, we produced environmentally safe shopping bags, again sponsored by local merchants, so people would not have to use plastic or paper.

This year there will be a minimum of 10 farmers every week and at least half a dozen others that show up weekly as well as crafters and people with organic products such as salad dressings, etc. In addition we will be able to hire local performers for a minimum salary in order to capitalize on local talent.

What we hope to accomplish and how it will be done

Our goals are two-fold: One bring people to Aitkin and two, increase our farmers' business. This will be done through a variety of marketing efforts, including, but not limited to:

- Statewide public relations (press releases, PSA's, social media, website exposure, etc.);

- Production of rack cards with distribution at the Mall of America as well as locally and regionally;

- Distribution of posters and rack cards to all resorts, RV parks and other visitor center to encourage coming to Aitkin and participating in the Farmers' Market;

- Radio commercials on Hubbard Broadcasting (if the grant is received).

Explain how the project will bring visitors to and/or provide a positive economic impact to Aitkin Co.

It has already brought visitors to Aitkin. In the 2015 Comprehensive Plan presented to the City of Aitkin by Sambatek, the Farmers' Market was listed as one of the five major reasons people come to Aitkin. And by marketing outside the Aitkin area (Duluth, Grand Rapids, St. Cloud, Minneapolis-St. Paul), through Explore Minnesota designated sites, through rack cards at the Mall of America and mailings to all local resorts and CVB's it is logical to assume that more people will come to the event.

The positive economic impact will first be felt by the farmers and other vendors participating; the second economic impact will be that people are already in town and shop! (We just have to convince retailers to stay open!) Each year the farmers have seen an increase in revenue (and awareness) over the previous years. We have no statistics on those retailers that do stay open.

MODEL RESOLUTION FORM

(Print or type your resolution on your organization's letterhead or on a separate sheet of paper)

Application for Aitkin County Tourism Promotion and Development Grant

To: Aitkin County Board of Commissioners

From: Butler Project, Inc.

WHEREAS, the Butler Project, 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 purchase radio advertising to promote the Farmers' Market, every Saturday from Memorial Day to Labor Day, 2017 (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need an ACTPDG Fund grant for \$1,000 in order to do the program/event; and,

WHEREAS, the Applicant has available Five Hundred Dollars (\$500.00) 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 to provide funds to do the program/event;

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

BE IT FURTHER RESOLVED that Sylvia Allen 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: 4/11, 2017

By: Sylvia Allen

Its: President
(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 Butler Project, Inc. on April 11, 2017.

By: Beth Long
Its Secretary

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2017 - December 31, 2017

DEADLINE: Grant requests must be submitted to ACTPDG c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431. Funding recommendations will be considered at the regularly scheduled meeting of the Aitkin County Economic Development Committee in May. Application deadline is May 1, 2017.

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 4th of July Celebrations, annually held races or contests and similar type events. New annual events will be considered for funding. Repeat annual events may be considered if the event changes in a significant way or if the event wants to try new advertising/promotion activities to reach a significantly new market. Tourism funds are not intended to be used an annual subsidy or line item budget amount.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: Experience Aitkin

Date(s) of Program: 5/2017 – 5/2018 **Location of Program:** Aitkin, MN

Organization/Community Name: Aitkin Area Chamber of Commerce

Person in Charge of Project: Amanda MacDonald

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
PO Box 127 Aitkin, MN 56431

Contact Person's Phone #: 218.927.2316

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

_____ **Non-profit Tourism Association**

_____ **Non-profit Association**

Is your organization registered as a nonprofit corporation with the Secretary of State? Yes

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

Description/focus/purpose of your organization _____

2. FUNDING:

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

Amount of your organization's match \$ 2,500.00__

Total projected budget \$ 6,000.00

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

The Experience Aitkin project started in 2015 to promote tourism in Aitkin County. The campaign is focused on the assets of Aitkin County which include our lakes, camping, snowmobile trails and ATV trails. To continue branding Aitkin and the message we have worked so hard to send over the last few years we would like to continue this campaign with a billboard on the north side of Hwy 169 which has more than 1.7 million views per year.

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

Our goal is increase awareness and branding for Aitkin County. We continually receive grant monies from Explore MN which helps off set the project but with your help we will once again be able to commit to a full year of advertising with Lamar. We are requesting \$1,000.00 from Aitkin County because our advertising specifically promotes the ATV Trails.

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

By increasing tourism our local businesses across the county will see a positive impact. From purchasing groceries, gas, hotel stays and much more our local economy wins.

List target markets:

Where – geographic areas (s)

Minnesota, In-State Advertising

Wisconsin, Ill, Iowa

List target audience:

Who – type of group or activity

Families, sportsmen, outdoor enthusiasts

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

From other communities in Minnesota: _____

From outside of Minnesota more than 1.7 million

views per year

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

Category	ACTGAC Funds	Applicant Funds	Total
Lamar Billboard	1,000.00	\$2,500.00	3,500.00
Explore MN		2,500.00	2,500.00
TOTALS			6,000.00

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: 4-20-17



Application for Aitkin County Tourism Promotion and Development Grant

To: Aitkin County Board of Commissioners

From: Aitkin Area Chamber of Commerce

WHEREAS, the (Legal Name of Organization/Corporation) (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 (briefly describe the program/event for which the grant funds will be used, in 20 words or less) (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 (insert the amount of money being requested) to provide funds to do the program/event.

BE IT FURTHER RESOLVED that the Applicant (insert the titles of the officer(s) or administrative official(s) who are authorized to act on behalf of the organization - for example, the President or Secretary or Township clerk, etc.) 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 (insert name or program/event supervisor) 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 21, 2017

By: [Signature]

Its: President (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), 2017.

By: [Signature] Its Secretary

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants

January 1, 2017 - December 31, 2017

DEADLINE: Grant requests must be submitted to ACTPDG c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431. Funding recommendations will be considered at the regularly scheduled meeting of the Aitkin County Economic Development Committee in May. **Application deadline is May 1, 2017.**

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 4th of July Celebrations, annually held races or contests and similar type events. New annual events will be considered for funding. Repeat annual events may be considered if the event changes in a significant way or if the event wants to try new advertising/promotion activities to reach a significantly new market. Tourism funds are not intended to be used an annual subsidy or line item budget amount.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: A Proposal to Grow Aitkin

Date(s) of Program: 2017 and 2018 (24 months)

Location of Program: Aitkin area

Organization/Community Name: Aitkin County Growth on behalf of the Aitkin Chamber Economic Development Committee

Person in Charge of Project: Michael Hagen, Executive Director, Aitkin Growth

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

316 1st Avenue NW, Aitkin, MN 56431

Contact Person's Phone #: 218-927-2172

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

_____ **Non-profit Tourism Association**

XXX _____ **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: Aitkin Growth has a mission and goal to stimulate the economy of Aitkin County to create jobs and improve the economic and social well being of the county residents.

2. FUNDING:

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

Amount of your organization's match \$ 17,000.00

Total projected budget

\$18,000.00

This project is being funded by multiple corporations and foundations including, Riverwood Healthcare Center, Blandin Foundation, Mille Lacs Electric, Aitkin County Growth, MN Power, Great River Energy, Security Bank to name a few that have committed to funding this initiative.

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

Attached is a more complete proposal that outlines the purpose and scope of this project that is being proposed. Aitkin Growth is working as the Administrative agent on behalf of the Aitkin Chamber Economic Development Committee as this Committee is made up of member of various industries, businesses, organizations and retirees who are interested in growing and expanding the economic conditions of the Aitkin area.

Please see the attached summary for more detailed information and scope of work.

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

The funds from Aitkin County will assist in the overall project scope that is planned for a 24 month timeframe to complete. These funds will be combined with the other funding necessary for APEX to complete the assessment and to develop a workable plan to retain current businesses and to explore what gaps exist and how to plan for the future growth of the surrounding Aitkin area.

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

It is projected that this project will help support the current economic stability of those businesses and industries that exist in the surrounding Aitkin area and to develop a plan and process to identify new opportunities for future development. It is also anticipated that the outcomes will also have priorities and processes to attract new families and workforce that will find Aitkin an attractive community to settle in. All of the initiatives identified will contribute to the continued growth of the Aitkin area.

List target markets:

Where – geographic areas (s)

Aitkin area to include a 15- 20 mile radius

List target audience:

Who – type of group or activity

Local businesses, community leaders, industries, chamber of commerce, Economic development committee to name a few

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

From other communities in Minnesota: _____

From outside of Minnesota: _____

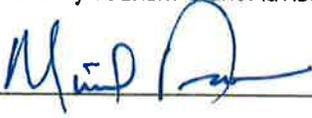
4. PROJECT BUDGET: in the space below, provide a budget for the entire event.

Category	ACTGAC Funds	Applicant Funds	Total
Consultant Fees	\$1,000.00	\$17,000.00	\$18,000.00
TOTALS			

NOTE: A written evaluation must be completed and returned to the Aitkin County Economic Development Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to; ACTDGP, c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St NW, #131, Aitkin, MN 56431.

Signature: Official person for community/organization, who will be responsible for the funding request and returning the evaluation to the Aitkin County Tourism Grant Advisory Committee.

Name



Date:

4-10-17

A PROPOSAL TO GROW AITKIN

The Aitkin Chamber Economic Development Committee was established over the past several years to bring together key members of the Aitkin community to develop more opportunities for growing the current economic base and to recruit new businesses and industries to the Aitkin area. Members of this committee includes individuals from Aitkin County Economic Development Office, Aitkin Chamber Executive Director, Aitkin City Council, local bankers, retired City Council members that have retired to Aitkin, Riverwood Healthcare Center, Mille Lacs Energy, local businesses owners, Aitkin Workforce Center and Aitkin Growth. In addition to the regular membership several of the individuals participating on this Committee were members of the Blandin Community Leadership Program (BCLP).

The mission of the Aitkin Chamber Economic Development Committee is to enhance the many attributes that the City of Aitkin and surrounding area has to offer and to build on the objectives outlined in the 2015 City of Aitkin Comprehensive Plan.

The purpose and vision of this Committee is to help create opportunities for economic development through business growth, expansion, retention and attraction in working as partners to develop a climate conducive in maintaining the quality of life for the City of Aitkin and surrounding area.

We are dedicated to creating a more vibrant and cultivated community by:

- *Serving as a conduit between the commercial economic interests in Aitkin and other businesses in the Aitkin community;*
- *Encouraging the economic well-being and expansion of the existing commercial businesses located within the Aitkin community;*
- *Responsibly assisting in developing properties within Aitkin in an effort to improve the aesthetics of the city of Aitkin and surrounding area while providing additional revenue; and,*
- *Reviewing ordinances, policies, and practices to determine their impact on existing and proposed commercial businesses.*

The Aitkin Chamber Economic Development Committee has been meeting and discussing with APEX (see attached organization description) to help create a plan and guide that can be used to assist this Committee and others to further expand businesses and/or create new business ventures for the Aitkin area. APEX utilizes their knowledge and experience to leverages all their resources in a coordinated effort which improves efficiency, reduces costs and builds awareness for the regions many unique assets. APEX has been working in the area of regional Economic Development since 2001 and have assisted other communities and organizations in their desire to further enhance their communities and businesses.

The Aitkin Chamber Economic Development Committee has solicited a proposal from APEX that will be the framework for the further enhancement and development of a Strategic Plan and Implementation process over a 24-month time frame. Aitkin Growth will act as the Administrative Agent for this initiative. Outlined below are the details that have been negotiated with APEX.

SCOPE OF WORK

Update Strategic & Tactical Plans

APEX looks forward to working with you and your group to update the strategic plan, develop a tactical plan and define measurable outcomes. These will be presented to your group for approval. The process will include meeting with some or all board members individually to gain perspectives, as well as businesses, organizations and individuals in the area. We will discuss our findings and conclusions with your team, to test the outcomes and ensure all interested parties have the opportunity to provide input. The Strategic Plan will include mission, value proposition, objectives, identification of the most promising opportunities and growth strategies, metrics and funding.

Business Retention, Expansion and Attraction Efforts

APEX will allocate time working with Aitkin Growth staff to carry out a business outreach program that will include a gap analysis of area opportunities and strengths. Based on this information APEX and Aitkin Growth will proactively utilize the APEX deal sheet and the predetermined objectives and growth strategies to drive investment in the region.

Here is the outline of the proposed process to achieve our Deliverables in 2017:

- Research: Identify Assets & Liabilities as well as Assess Business & Market Climate
 - Meet with local stakeholders and collect data
 - Present preliminary research to Aitkin Growth for feedback and refinement
- Strategic Plan Presentation: Chamber of Commerce Economic Development Committee
 - Present Plan and discuss next steps
- Business Development Tools
 - Tailor programs to Aitkin's needs
 - Plans develop into action with ongoing BR&E Visits
 - Review and discuss with Aitkin Growth
 - Set 2017 goals for remainder of 2017
- Execution of Plan
 - Put plans developed into action
 - Review and discuss 2017 goal attainment, set 2018 goals

Here is the outline of the process to achieve our Deliverables in 2018:

- Execution of Plan (January – April)
 - Put plans developed into action
 - Review and discuss mid-year progress with Chamber of Commerce Economic Development Committee
- Execution of Plan (May - August)
 - Put plans developed into action
 - Review and discuss mid-year progress with
- Asses Outcomes
 - Review and update plans as needed

Individuals from APEX that will be working on this project include Tamara Lowney, Brian Hanson and Ian Vincent. Their areas of expertise are included in Attachment 2.

FUNDING FOR THIS INITIATIVE

APEX has indicated the cost of this project to complete work on Phase 1 and 2 over the next 24-month time frame will be approximately \$18,000.00. Funding has been received from: Blandin Foundation, Mille Lacs Energy Cooperative, Riverwood Healthcare Center, Mid-Minnesota Federal Credit Union, Security Bank, Minnesota Power, Great River Energy and Aitkin Growth. As of April 19, 2017 there are additional requests being made but no confirmation of funding has been received from other organizations and corporations.

ATTACHMENT 1 APEX INFORMATION

Related to Business Attraction and Expansion in our region:

APEX is focused on driving investment by cost-justifying the decision for businesses to stay, expand, or move to the region. Our primary goal is to strengthen the economy of northeast Minnesota and northwest Wisconsin by impacting the creation of sustainable wealth, which will result in quality jobs for the people who live here. We do this by attracting new and expanding businesses to our region, along with helping our current core companies grow. In the past 11 years, APEX has helped to create or retain roughly 3,600 jobs in this region, resulting in an annual impact of over \$133 million in new or retained wages and \$18 million yearly in new state and local taxes.

We've partnered with countless businesses and economic development organizations to make many of these deals possible, but the projects in which APEX has taken the lead role account for roughly half of the new wages cited above. For every dollar invested by members since APEX was founded in 2004, we produce \$27 annually in new, retained or expanded wages in the region – now that's return on investment! Perhaps the finest compliment that APEX could receive is that two of the companies we recently helped locate in this region, AAR and Involta, are now APEX members!

About APEX:

APEX was founded in 2003 by the region's private sector thought-leaders who recognized that private sector leadership, secure financial support and a regional approach were keys to a sustainable economy. From our inception, APEX has targeted growth in strategic industries and spearheaded economic and business development efforts.

Today, APEX business and economic development efforts are focused in areas including aviation, technology, manufacturing, professional services and next generation forest products. Leading strategic research and workforce development projects is core to our mission and supports a sustainable and thriving economy.

APEX plays an integral role in NORTHFORCE.org, an employment match-making collaboration to attract, place, retain, enrich and manage top talent within the APEX Region.

Serving as our region's lead organization to advance economic development projects requires a combination of expertise, client-focus and stamina. The APEX team has the business acumen, experience and collaborative approach to bring resources together, build the business case and lead projects from start to finish.

Nancy Norr, Director, Regional Development, Minnesota Power, an ALLETE Company

ATTACHMENT 2 APEX TEAM

Tamara Lowney

Aitkin Growth Strategic Planning Process Participant and Lead Consultant

Tamara Lowney joined the APEX team as a Business Developer in August of 2015. Her key responsibilities include attracting, expanding and retaining business in the APEX Region. She also works closely with the Itasca Economic Development Corporation in support of business attraction, retention and expansion efforts in Itasca County. She is acting Secretary/Treasurer of the Iron Range Economic Alliance and an active member of the Grand Rapids Chamber and Board, including several committees focused on government and forestry in Itasca County. Tamara meticulously seeks new growth opportunities that support both the APEX mission and vision for private sector business development.

Previously, Tamara worked for the ARAMARK Corporation for 17 years in various hospitality management roles across the nation and internationally. Her roles included Hotel General Manager, Director of Food and Beverage, International Broadcasting Center at the 2008 Beijing Summer Olympics and Site Director for the Weymouth and Portland Sailing Village at the 2012 London Summer Olympics. Tamara has vast knowledge of managing multi-million dollar budgets, expansion and growth, as well as extensive project management.

In 2012, Tamara chose to return to her home in northern Minnesota and complete her education. She graduated in 2015 from Bemidji State University, with a bachelor of science degree in business administration, with a management emphasis. Tamara has strong personal ties to the area, living near Itasca County with her husband and young daughter. She is eager to give back to the community in which she grew-up. Tamara is thrilled to be working at APEX. In her role, she is able to utilize her vast knowledge of business as well as pursue her passion of growing businesses and developing jobs in her own community.

Brian Hanson

Aitkin Growth Strategic Planning Process Participant and Consultant

Brian Hanson became APEX's President and CEO in June of 2012. During the 15 years prior to joining APEX, he was involved in business and community development in both the public and private sector, specializing in economic development finance, regional marketing, and executive-level prospect development. Brian has experience in comprehensive industry research, strategic planning, and financial modeling in support of business expansion activities. His work has contributed to several significant regional business expansions, retention and attraction projects in industries including mining, engineering, manufacturing, heavy aircraft maintenance, aviation and data centers.

Brian holds a bachelor's degree in accounting from the University of Minnesota Duluth. He is a certified Economic Development Finance Professional through the National Development Council and has served on several regional development partnerships and nonprofit boards

including the Iron Range Economic Alliance, the Arrowhead Growth Alliance, the Northspan Group, Minnesota Marketing Partners, Jobs for Minnesotans and Junior Achievement of the Northland. Brian and his wife Brenda have two adult children, Alex and Samantha. Brian enjoys biking, live music, live sports – GO DOGS, cooking, gardening, hunting and fishing.

Ian Vincent

Aitkin Growth Strategic Planning Process Participant and Consultant

Vincent joined the APEX team as a Business Developer in May of 2014. His key responsibilities include support of the APEX mission and vision for private sector business development. Ian contributed significantly to the Heat Treating, Plating & Powder Coating business retention and expansion strategy



AITKIN GROWTH INC.
ACCESS TO OPPORTUNITY

RESOLUTION

Application for Aitkin County Tourism Promotion and Development Grant

To: Aitkin County Board of Commissioners

From: Michael Hagen
Executive Director
Aitkin County Growth, Inc.

WHEREAS, the Aitkin County Growth, 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 support the development of a comprehensive Economic Development plan for the Aitkin Community as outlined by the APEX Corporation and the Aitkin Chamber of Commerce Economic Development Committee. The outcome of this project will be a blueprint and plan and process to develop the community to retain and attract new businesses, employers and residents, (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need an ACTPDG Fund grant for \$1,000.00 in order to do the program/event; and,

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

WHEREAS, the Applicant understands and agrees that 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 Aitkin County Growth Executive Director 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 Michael Hagen is hereby designated as the person who will supervise the Project and successfully complete the Project in a timely manner to the satisfaction of the Aitkin County Board of Commissioners.

ADOPTED: April 11, 2017

By: William R. Forder
William Forder
Aitkin County Growth, Inc. Chairman of the Board

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 Aitkin County Growth, Inc. on April 11, 2017.

By: Brian Orłowski
Brian Orłowski
Aitkin County Growth, Inc. Secretary

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2017 - December 31, 2017

DEADLINE: Grant requests must be submitted to ACTPDG c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431. Funding recommendations will be considered at the regularly scheduled meeting of the Aitkin County Economic Development Committee in May. Application deadline is May 1, 2017.

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 4th of July Celebrations, annually held races or contests and similar type events. New annual events will be considered for funding. Repeat annual events may be considered if the event changes in a significant way or if the event wants to try new advertising/promotion activities to reach a significantly new market. Tourism funds are not intended to be used an annual subsidy or line item budget amount.

APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: Dedication Ceremony & Community Celebration

Date(s) of Program: August 2017 **Location of Program:** Aitkin County Fairgrounds

Organization/Community Name: Showboat of the Mississippi

Person in Charge of Project: Jeff Tidholm, Board Chair

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

P.O. Box 127, Aitkin, MN 56431

Contact Person's Phone #: 218-927-3761

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 Support & conduct educational programs that promote arts, culture, & heritage of Aitkin

2. FUNDING:

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

\$ 1,000

Amount of your organization's match

\$ 100.00

Total projected budget

\$ 5,000

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

In August of 2017, the newly restored Showboat will be unveiled with a community celebration & dedication ceremony during Riverboat Days weekend. Funds will be used to hire performing artists & market future showboat events.

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

Our goals are to attract new tourists, enhance current activities for tourists & community members to experience & provide a venue to advertise our community in a positive manner.

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

Our riverboat town will finally have a riverboat which will provide ongoing entertainment & cultural events to tourists throughout the summer & fall months.

List target markets:

Where - geographic areas (s)

List target audience:

Who - type of group or activity

Aitkin County

youth, families, seniors

Please estimate the number of people who will come from: Your local community and surrounding area: 1500
From other communities in Minnesota: 850
From outside of Minnesota: 150

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

Category	ACTGAC Funds	Applicant Funds	Total
Entertainment/Live Performers	\$750.00	\$3750.00	\$4500.00
Marketing Materials	\$250.00	\$250.00	\$500.00
TOTALS			

NOTE: A written evaluation must be completed and returned to the Aitkin County Economic Development Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to: ACTDGP, c/o Ross Wagner, Aitkin County Courthouse, 217 2nd St NW, #131, Aitkin, MN 56431.

Signature: Official person for community/organization, who will be responsible for the funding request and returning the evaluation to the Aitkin County Tourism Grant Advisory Committee.

Name

Jeff Redholm

Date:

4.28.17

Aitkin County Tourism Development and Promotion Grant Award History

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

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

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

2012	137	City of Aitkin	750	4 th of July Community Celebration
2012	138	Aitkin County Trail Towns	5,000	Northwoods ATV Trail Promotions
2012	139	Aitkin County Historical Society	530	Discovery Rack Subscription
2012	140	Jaques Art Center	2,124	Promoting Tourism with Advertising
2012	141	Aitkin Area Chamber of Commerce	3,500	Aitkin Riverboat Days promotions
2012	142	McGrath 4 th of July Committee	1,552	4 th of July promotions
2012	143	Aitkin Chamber Retail Committee	1,000	Moonlight Madness Promotions
2012	144	Aitkin Area Chamber of Commerce	2,500	Fish House Parade Promotions
2012	145	Tamarack Activities Club	1,000	Annual Hey Day Promotions
2012	146	Hill City Lions Club	1,000	2013 Ice Fishing Contest
2012	147	Hill City Chamber of Commerce	1,044	2013 4 th of July
2013	148	Hill City Chamber of Commerce	500	2013 4 th of July Events
2013	149	City of Tamarack	500	2013 4 th of July Celebration
2013	150	City of Aitkin	640	Amazing Race – Aitkin Edition
2013	151	Aitkin County	500	Quadna Mud Nationals Promotions
2013	152	McGrath Historical Committee	650	McGrath/So. Aitkin County Brochure
2013	153	Jaques Art Center	1,000	Promotion for the JAC and Events
2014	154	Aitkin County Historical Society	1,000	Map of Historic Sites in Aitkin County
2014	155	Aitkin Area Chamber of Commerce	1,000	Web, Economic Brochure Development
2014	156	Up North Riders ATV Club	1,000	Trailer and Graphics for “Rolling Billboard”
2014	157	McGregor Chamber of Commerce	1,000	Promote new events for Wild Rice Days
2014	158	Tamarack Activities Club	500	Promotions for School of Screams
2014	159	Evergreen PAC ATV Club	250	Northwood’s ATV Booth at Carlton Co Fair
2015	160	McGregor Chamber of Commerce	1,000	2016 MN Governors Fishing Opener
2015	161	Up North Riders ATV Club	1,000	Kiosk Signage – Lawler Loops
2015	162	Aitkin Co. ATV Alliance, Ec Dev Dept	1,000	Kiosk Signage Northwood’s ATV Trail
2015	163	Economic Development Department	1,000	McGregor “Walleye” Tank
2015	164	Jaques Art Center	500	Frances Jaques Mural replacement
2015	165	City of Aitkin	250	Phase II Bike Trail promotion/input
2015	166	Aitkin Area Chamber of Commerce	500	Advertising and Promotion campaign
2016	167	Up North Riders ATV Club	1,000	Advertising for ATVAM Fall Ride & Rally
2016	168	Aitkin Area Chamber of Commerce	1,000	Billboard advertising
2016	169	Salo Township	800	ATV Trail Signage
2016	170	McGrath 4 th of July Committee	800	Stay and Play 4 th of July promotion
2016	171	Jaques Art Center	1,000	Community Canvas promotion
2016	172	Aitkin County Historical Society	1,000	Map of County Historical sites