



Board of County Commissioners Agenda Request

3A
Agenda Item #

Requested Meeting Date: May 14, 2019

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) <i>*provide copy of hearing notice that was published</i>	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing*
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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 received 6 Grant Requests from the Tourism and Development Grant fund. We have \$5,800.00 in requests with \$4,000.00 available. Attached is a memo with the applications and Economic Development Committee Recommendations.

Alternatives, Options, Effects on Others/Comments:

Recommended Action/Motion:
 Approve grant requests

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:*

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 7, 2019

SUBJECT: Aitkin County Tourism and Development Grants

Aitkin County received 6 Grant Requests for the Tourism and Development Grant fund. We have \$5,800.00 in requests with \$4,000.00 available. Applications and a listing of previous grants are attached. Grants Received are listed below with the Economic Development recommendations following in yellow.

- Aitkin County Habitat for Humanity, Toolin Tour Ride for Habitat, \$1,000.00 for promotions and other items.

The Economic Development Committee's recommendation is to not fund this proposal. Committee felt this request did not meet the requirements for a tourism event.

- Mille Lacs Drift Skippers, Handicap accessible portable toilet for the Soo Line and Red Top ATV Trails, \$1,000.00.

The Economic Development Committee's recommendation is to fund this proposal in full. Meets the ATV criteria and is something that will be of benefit to trail users for many years.

- Jaques Art Center, Community Canvas, \$800.00 for event promotions.

The Economic Development Committee's recommendation is to fund this proposal in the amount of \$500.00. Committee felt this is a great event but has been funded in the past and other requests have not.

- The Butler Project, 5th Annual Farmer's Market, \$1,000.00 for event promotions.

The Economic Development Committee's recommendation is to fund this proposal in the amount of \$500.00. Committee felt this is a great event but has been funded in the past and other requests have not.

- McGregor Chamber of Commerce, Explore MN # OnlyinMN Monument for Wild Rice Days, \$1,000.00 for project.

The Economic Development Committee's recommendation is to fund this proposal in full. Meets the criteria and is something new that hopefully will have a big impact on Wild Rice Days 2019.

- McGregor Lion's Club, City of McGregor, Welcome to McGregor Sign, \$1,000.00 for sign.

The Economic Development Committee's recommendation is to fund this proposal in full. Meets the criteria and is a quality sign that will be of benefit to McGregor for many years.

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2014 - December 31, 2014

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 May 30th.

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: Todin Tour Ride for Habitat
 Date(s) of Program: 5/19/2019 Location of Program: Aitkin County
 Organization/Community Name: Aitkin County Habitat for Humanity
 Person in Charge of Project: Ann Schwartz
 Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
PO Box 281 214 1st Ave NW Aitkin MN 56431
 Contact Person's Phone #: 218 927 5656
 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 Build and repair affordable housing. Do community partnerships

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) \$ 700
 (Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$ 4,300

Total projected budget

\$ 2,300

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

Motorcycle, classic car ride, Leave from Butler building: stop at Pine, Inn, Glen; Mark's Bar, McBrener, Rustic Fallsade, side trip to Jacobson and back, end at Aitkin American Legion for food, pills, auction

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

Bring people to Aitkin County for a nice ride through scenic countryside. Bring business to 5 venues; Awareness for Habitat for Humanity.

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

100 people will come that day and stop 5 places in our county and see the beautiful countryside. They'll win gift certificates to bring them back

List target markets:

Where - geographic areas (s)

Aitkin Glen McBrener Fallsade Jacobson

List target audience:

Who - type of group or activity

Motorcycle and classic car 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: _____

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

Category	ACTGAC Funds	Applicant Funds	Total
Promotion	200	300	500
Specialty items	100	100	200
Food	100	200	300
Copies, printing	100	200	300
Advertising, video	100	100	200
Salary		600	600
Mileage	100	100	200
TOTALS	900	1600	2300

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 & 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 Ann Schwartz

Date: 3.6.2019

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2019 - December 31, 2019

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 April 23, 2019.

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: ADA-compliant Wheelchair accessible portable Toilet
Date(s) of Program: ongoing **Location of Program:** Red Top / Sooline TRAIL
Organization/Community Name: MilleLARS Driftskippers
Person in Charge of Project: Ed Peterson

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

PO Box 916, Isle Mn 56342

Contact Person's Phone #: 612-766-4157

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 non-profit club to maintain ATV and snowmobile TRAILS

2. FUNDING:

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

\$ 1000⁰⁰

Amount of your organization's match

\$ 1188

Total projected budget

\$ 2188

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

Acquire and install AN ADA Compliant, wheel-chair accessible portable toilet for gate #9, the intersection of the Soo Line Trail and Red Top Trail.

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

The grant funds will be used towards the purchase of the toilet.

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

This has been requested by many members of our riding community. Our trails are used by people of many different ability levels, including wheelchair users. Snowmobilers have also requested the more spacious units for more room when wearing winter gear.

List target markets:

Where - geographic areas (s)
Our riders come from all over Minnesota

List target audience:
Who - type of group or activity
ATV RIDERS

Snowmobile Riders

Please estimate the number of people who will come from: Your local community and surrounding area: 50%
this project covers all seasons. From other communities in Minnesota: 48%
we often have 100's of riders/day. From outside of Minnesota: 2%

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

Category	ACTGAC Funds	Applicant Funds	Total
PORTA POTTI	\$1000	\$1188 + shipping	
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 Elaine Peters

Date: 4/5/2019

Veteran Owned Small Business (VOSB) • DUNS: 118927487 • CAGE CODE: 3BGW5

PolyJohn ADA Compliant Portable Restroom SA1-1000-Aqua [SA1-1000-Aqua]



We'll Care ADA
Compliant Portable
Restroom Aqua

<https://www.allsafetyproducts.com/images/products>



MFR #:SA1-1000

Your Price: ~~\$2,320.00~~ \$2,188.00

List Price: \$2,971.20

Qty: 1

Pkg Qty: 1 each

Min. Qty: 1

Write Review

https://www.allsafetyproducts.com/product_reviews_write.php?products_id=35652

Financing as low as...

\$60 / mo

[Click to Apply Now!](#)

[https://www.allsafetyproducts.com](#)

Description

https://www.allsafetyproducts.com/polyjohn-ada-compliant-portable-restroom-sa1-1000-aqua.html#products_description

Product Files

https://www.allsafetyproducts.com/polyjohn-ada-compliant-portable-restroom-sa1-1000-aqua.html#catalog_files

Accessories

https://www.allsafetyproducts.com/polyjohn-ada-compliant-portable-restroom-sa1-1000-aqua.html#accessory_products

Quantity	1-9	10+
Price for each	\$2,320.00 \$2,188.00	\$2,188.00
Approx. Saving	6%	6%



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

Board of
Directors

Barden Heft
President

Jerry Holm
Vice-President
Emeritus

Pamela Andell
Secretary

Open Position
Treasurer

Pamela Andell
Director

Chip Borkenhagen

James Bzura

Linda Causton

Jenni Cline

Janice Hasselius

Shirley Lundstrom

*

218.927.2363

info@jaquesart.com
www.jaquesart.com

Hours:
11 a.m. to 4 p.m.
Tuesday - Saturday

Jaques Art Center
is committed to
equal opportunity
and equal access.

Building
Handicapped
Accessible

4/17/2019

To: Aitkin County Tourism Board,

Thank you for considering our grant
request from The Jaques Art Center.

We are in our 24th year of service bringing,
to the community, the works of Francis Lee
Jaques and countless exhibiting artists.

We are also excited to bring 'Community
Canvas' to Aitkin residents and tourists the
summer of 2020 celebrating our 25th year.

This is a year long effort to provide a multi-
generational and cultural art experience to
our community as we put together a wall
to wall mural of artistic expression.

Sincerely,

A handwritten signature in cursive script that reads "Pamela Andell".

Pamela Andell, Director

Mission Statement

The Jaques Art Center publicly presents exhibits, workshops, seminars and programming for people of all ages, cultures and backgrounds. We collect and exhibit the art of renowned wildlife artist and Aitkin resident, Francis Lee Jaques (1887-1969)

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2019 - December 31, 2019

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Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

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APPLICANT INFORMATION

Note: No reimbursement grants will be awarded.

1. PROGRAM INFORMATION

Project Name: COMMUNITY CANVAS'

Date(s) of Program: 5/18/2020-7/13/2020 **Location of Program:** JACQUES ART CENTER

Organization/Community Name: JACQUES ART CENTER 121 2nd ST. NW
Aitkin, MN 56431

Person in Charge of Project: Pamela Ande II

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
121 2nd St. NW. Aitkin, MN, 56431

Contact Person's Phone #: 218-927-2363

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 TO BRING VISUAL ARTS TO AITKIN
AITKIN COUNTY AND SURROUNDING REGION THROUGH ART EXHIBITS, WORKSHOPS + CLASSES.

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 \$ 720.76

Total projected budget \$ 1500.00

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

WE WILL PROVIDE AN EXHIBIT THAT THE WHOLE COMMUNITY CAN ENGAGE IN. 'COMMUNITY CANVAS' PROJECT IS A YEAR LONG P&E PLANNING AND PREP THAT BRINGS MULTI-GENERATIONAL PERSONS CONTRIBUTING TO MAKE A MURAL OF ART THROUGH THEIR INDIVIDUAL PIECES. SEE PHOTO FROM 2017.

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

THIS 'COMMUNITY CANVAS' PROJECT SUPPORTS THE INDIVIDUALS CREATIVE SPARK AND EACH PIECE INTERLOCKS WITH OTHERS TO CREAT A WALL TO WALL MURAL. THE GRANT WILL HELP BUY CANVASES + ADVERTISE.

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

THIS PROJECT WILL BRING HUNDREDS TO AITKIN TO PICK UP THEIR BLANK CANVAS AND WILL BRING THEM BACK TO DROP OFF AND BACK AGAIN WITH FAMILY + FRIENDS TO VIEW. TOURISTS WILL SEE IT AS A DESTINATION!

List target markets:

Where - geographic areas (s)

AITKIN, AITKIN COUNTY,

NORTH CENTAL MN

List target audience:

Who - type of group or activity

PERSONS FROM THE VERY YOUNG

TO SENIOR CITIZEN

Please estimate the number of people who will come from: Your local community and surrounding area: 300 +

From other communities in Minnesota: 150 +

From outside of Minnesota: 100 +

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

Category	ACTGAC Funds	Applicant Funds	Total
ART CANVASES	263.30	263.30	526.60
AITKIN INDEPENDENT AGE	246.36		246.36
" SUMMER GLIDE	191.54	207.46	399.00
BANNER	98.80		98.80
POSTERS - ANNOUNCEMENTS		100.00	100.00
RECEPTION		150.00	150.00
TOTALS	<u>800.00</u>	<u>720.76</u>	<u>1520.76</u>

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 Pamela Andell

Date: 04/17/19

Come to the 2017
**Community
Canvas
Gala Artists
Reception
Sat. July 15
12 - 3 p.m.**



See a giant mosaic of over
300 works of art completed
by community members.

VOTE FOR YOUR FAVORITE!

**JAQUES
ART
CENTER**
& Gallery Gift Shop

JAQUES ART CENTER
121 2nd Street NW • Aitkin
218-927-2363
www.jaquesart.com

Balances PR & Social Media (1792)

5 weeks of Radio @ \$70) on Hubbard Station

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

The Farmers' Market was developed to attract people to town as well as providing a space + the Butcher Bldg parking lot + that was easily accessible

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

We produced posters & rack cards (\$438), banners on display at Mall of America (\$400), send to all resorts/campgrounds/hotels within a 25 mi radius

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

We have consistently grown the market & have developed a large database of names who have visited. Zip codes from MN, WI, IA, ND, SD

List target markets:

Where - geographic areas (s)
See above

List target audience:

Who - type of group or activity
Healthy food alternatives

Please estimate the number of people who will come from: Your local community and surrounding area: 500
From other communities in Minnesota: 1500
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
Radio	870-	-	870-
Mall of America	130-	270	400-
Brochures		438-	438-
PR, Social Media		792	792-
TOTALS	1000	1500	2500-

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: Sylvia Allen Date: 4/22/19

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2019 - December 31, 2019

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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.

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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: Explore MN # OnlyinMN Monument Addition to Wild Rice Days

Date(s) of Program: August 30-Sept 1, 2019 **Location of Program:** McGregor, MN

Organization/Community Name: McGregor Area Chamber of Commerce

Person in Charge of Project: Karl Horbacz _____

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
 PO Box 68 McGregor MN 55760

Contact Person's Phone #: _____ 218-768-3692 _____

Legal Status of Organization: _____ **Unit of Government (for example cities, townships etc.)**
 _____ x _____ **Non-profit Tourism Association**
 _____ **Non-profit Association**

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

Description/focus/purpose of your organization The McGregor Area Chamber of Commerce is working to effectively promote, support and grow the economic environment for the business and tourism industry in the area.

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 \$ 2000 _____

Total projected budget \$ 3000 _____

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

The #OnlyInMN Monument is a 40 foot lighted Monument (see attached specifications) that is rented to a individual communities in MN through Explore MN Co-Op Programs.
 We would like to add this attraction to our already established Wild Rice Days Festival to increase the awareness of the event and offer one more attraction during the event.
 Each year, Wild Rice Days attracts thousands of people. The event currently features arts, craft and food vendors, a car show, a parade and variety of drawings and prizes.
 It takes place over Labor Day weekend every year and serves as an end of summer celebration. Many of our local businesses consider it one of the busiest weekends of the year.

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

The Monument and the promotion that comes along with the monument is not free and costs upwards of \$3000. The grant money would help to offset the cost of bringing the monument to McGregor. We hope that the additional attendees at Wild Rice Days will continue to make McGregor a vacation destination year after year, increasing our Lodging Tax revenue and supporting our local businesses and organizations.

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

Our hope is that through the additional marketing that comes along with the Monument we will be able to increase attendance to our largest community event. Explore MN has 60k Twitter Followers, 150k Instagram Followers and over 250k Facebook Followers. The outreach they have to advertise and promote our event as the location of the monument could potentially double our attendance at Wild Rice Days. We hope these visitors will continue to visit year after year utilizing our lodging, trails and parks.

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

All of Minnesota

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

Families, Trail Riders, Campers, Fisherman, Outdoor Enthusiasts

Please estimate the number of people who will come from: Your local community and surrounding area: 1000
 From other communities in Minnesota: 4000
 From outside of Minnesota: 1000

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

Category	ACTGAC Funds	Applicant Funds	Total
Explore MN #ONLYinMN Monument	\$1000	\$2000	\$3000
TOTALS	\$1000	\$2000	\$3000

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

Karen Hales

Date:

4/23/19

#ONLYINMN MONUMENTS:

Explore Minnesota is offering the Minnesota tourism industry the opportunity to host one of the #OnlyinMN Monuments. This co-op gives you the chance to leverage the brand and draw people to your #OnlyinMN destination, attraction or event – and offering a prime photo opportunity

Here is more information:

Rental:

- #OnlyinMN monument letters – included with installation and dismantle labor.
- Lighting: LED floodlights are included with each reservation of either monument (keep in mind, there will need to be power access somewhere near installation).
- A-frame sign: This will also be delivered with the letters and is to be set up somewhere near the monument to discourage people from climbing/standing/sitting on them – they are not built to withstand the weight of people (even children) and we don't want to see anyone get hurt.

Freight/Traffic Management:

- Drop-off and pick-up of the monument to your (one) desired location. They will be set up and dismantled by representatives of our partner, Star Exhibits.

Explore Minnesota Social Media Posts – Added Value:

- Twitter: over 60k followers
- Instagram: nearly 150k followers
- Facebook: over 250k followers
- Posts to include a photo, link to related page on exploreminnesota.com, and the industry partner's social handle.

Large Monument specifications:

- Each letter stands at 4'H x 2'D (varying widths)
- Each letter is permanently affixed to a heavy-weight, metal base measuring at ¾"H x 4'D
- The entire monument, with scaled spacing, stands 40' wide
- Color: Calhoun blue

Small, Stacked Monument specifications:

- Stands at 4'9"H x 18"D x 11' 3-1/2"W
- The letters are permanently affixed to heavy-weight, metal base plates
- Color: Calhoun blue

Aitkin County
Application for Aitkin County Tourism Promotion and Development Grants
January 1, 2019 - December 31, 2019

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 April 23, 2019.

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: McGregor Welcome Signs

Date(s) of Program: work is scheduled to be to start asap **Location of Program:** City of McGregor

Organization/Community Name: Fiscal Agent, McGregor Lion's Club

Person in Charge of Project: Walt Ford/Kari Horbacz Fiscal agent contact: Jerry Fuecht

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

Contact Person's Phone #: 218-951-7921 Jerry Fuecht 218-428-4593

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 We are a group of citizens, with representation from the City of McGregor,
and a large donation from the McGregor Lions Club (Fiscal Agent), that would like to see some Welcome to McGregor signs as tourists come through town.

2. FUNDING:

Amount requested from Aitkin County Tourism (ACTGAC) \$ 500
 (Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$ 35,000

Total projected budget \$ 40,000

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

Three Welcome to McGregor signs will be constructed to welcome visitors coming through town, one on Hwy 210 coming into the town from the east, one on Hwy 210 coming into town from the west, and one on North Hwy 65 that will be visible as people come into town from the north. These signs have been designed by a local business Glen's Sign Design. Dean Masonry is completing the construction of the base of these signs at an affordable rate. The McGregor Lions Club has donated \$10,000, the City of McGregor has put in another \$10,000 and Grand Timber Bank has donated \$5000. We intend to write grant to the Blandin Foundation and ask other local businesses for money to fund the remainder. This grant request is specifically for additions to the sign, such as lighting equipment.

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

The group hopes to make McGregor stand out to motorists passing through and remind them of the wonderful resources we have in the area with the hope they will return. The bid for the construction of the signs does not include any mechanics to light the signs so they are visible to motorists as they pass by at night. We are asking for the grant money specifically to purchase the additional equipment to light the signs or any needed equipment to make the sign stand out even more.

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

We hope that welcoming people to our area with signs will invite them to return and visit the local businesses, utilize area trails and resources, and spread the word about the area to the people they know. Our entire County benefits when people choose McGregor or the surrounding area as the place they want to spend their money. The welcome signs will serve as an identifier to the tourists, reminding them where they should plan future trips.

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

People traveling through McGregor

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

Tourists

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

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

Category	ACTGAC Funds	Applicant Funds	Total
General Sign Construction including lighting equipment	\$500	\$35,000	\$40,000
TOTALS	\$500	\$35,000	\$40,000

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 Kaethen

Date: 4/23/19



WELCOME TO

McGREGOR

Est. 1903

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
2017	173	The Butler Project	500	Brewfest promotion
2017	174	The Butler Project	1,000	Farmers Market Promotion
2017	175	Aitkin Chamber of Commerce	1,000	Billboard Advertising
2017	176	Aitkin Growth	1,000	Economic Development Work plan
2017	177	Showboat of the Mississippi	500	Dedication Ceremony promotion
2018	178	Long Lake Conservation Foundation	1,000	Stewards of Long Lake website
2018	179	Up North Riders ATV Club	500	Billboard Banners and Posters
2018	180	White Pine Riders ATV Club	500	Promotions for ATVAM Ride and Rally

