



Board of County Commissioners Agenda Request

5A
Agenda Item #

Requested Meeting Date: December 14, 2021

Title of Item: Fiscal Recovery Fund- Request of Funding

<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*
Submitted by: Mark Jeffers	Department: Administration	
Presenter (Name and Title): Mark Jeffers, Economic Development Coordinator		Estimated Time Needed: 10 minutes
Summary of Issue: <p>Economic Development staff is establishing the creation of tourism and recreation marketing tool to attract activity to our tourism resources in Aitkin County. This virtual guide will be used primarily in areas outside of Aitkin County and work in conjunction with the prospect and participant communication project.</p> <p>The prospect and participant communication project would streamline information to business prospects and stakeholders.</p> <p>Staff requests motion and approval to fund \$3,960 from Fiscal Recovery Funds for the purpose of tourism aid and recovery.</p>		
Alternatives, Options, Effects on Others/Comments:		
Recommended Action/Motion: Request motion and approval to fund \$3,960 from Fiscal Recovery Funds for the purpose of tourism aid and recovery.		
Financial Impact: <i>Is there a cost associated with this request?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>What is the total cost, with tax and shipping? \$</i> <i>Is this budgeted?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>		

Legally binding agreements must have County Attorney approval prior to submission.

Aitkin County Fiscal Recovery Funds

Strategic Investment Project

Project Identification: Tourism Recovery- Communication

Funding amount: \$3960.00

Project Expenditure Category: [2.11, Negative Economic Impacts, Aid to Tourism, Travel or Hospitality]

Project overview

- *A description of the project that includes an overview of the main activities of the project, the approximate timeline, primary delivery mechanisms and partners, if applicable, intended outcomes and briefly describe the goals of the project:*

Creation and execution of Tourism Communication Promotion, using Constant Contact and creation of a virtual guide highlighting Aitkin County Tourism and enhancing quality of life attraction..

- *Identify the dollar amount of the total project spending that is allocated towards evidence-based interventions for each project in the Public Health (EC 1), Negative Economic Impacts (EC 2), Services to Disproportionately Impacted Communities (EC 3), Infrastructure (EC 5) Revenue Replacement (EC 6) and Administrative (EC 7) Expenditure Categories. Attach all quotes, invoices, etc.*

ARPA funding requested is \$3960.00 to be used for Creation and execution of Tourism Communication Promotion, using Constant Contact and creation of a virtual guide highlighting Aitkin County Tourism and enhancing quality of life attraction. Negative Economic Impacts (EC 2), Aid to tourism, travel or hospitality (2.11)

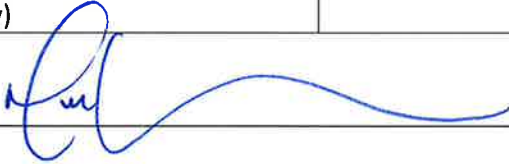
Table of Expenses by Expenditure Category

	Category	Funding Requested for Project	Funding Approved for Project
1	Expenditure Category: Public Health		
1.1	COVID-19 Vaccination		
1.2	COVID-19 Testing		
1.3	COVID-19 Contact Tracing		
1.4	Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools, etc.)		
1.5	Personal Protective Equipment		
1.6	Medical Expenses (including Alternative Care Facilities)		
1.7	Capital Investments or Physical Plant Changes to Public Facilities that respond to the COVID-19 public health emergency		
1.8	Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine)		
1.9	Payroll Costs for Public Health, Safety, and Other Public Sector Staff Responding to COVID-19		
1.10	Mental Health Services		
1.11	Substance Use Services		
1.12	Other Public Health Services		
2	Expenditure Category: Negative Economic Impacts		
2.1	Household Assistance: Food Programs		
2.2	Household Assistance: Rent, Mortgage, and Utility Aid		
2.3	Household Assistance: Cash Transfers		
2.4	Household Assistance: Internet Access Programs		
2.5	Household Assistance: Eviction Prevention		
2.6	Unemployment Benefits or Cash Assistance to Unemployed Workers		
2.7	Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)		
2.8	Contributions to UI Trust Funds*		
2.9	Small Business Economic Assistance (General)		
2.10	Aid to nonprofit organizations		
2.11	Aid to Tourism, Travel, or Hospitality	\$3960.00	
2.12	Aid to Other Impacted Industries		
2.13	Other Economic Support		

Category		Funding Requested for Project	Funding Approved for Project
2.14	Rehiring Public Sector Staff		
3	Expenditure Category: Services to Disproportionately Impacted Communities		
3.1	Education Assistance: Early Learning		
3.2	Education Assistance: Aid to High-Poverty Districts		
3.3	Education Assistance: Academic Services		
3.4	Education Assistance: Social, Emotional, and Mental Health Services		
3.5	Education Assistance: Other		
3.6	Healthy Childhood Environments: Child Care		
3.7	Healthy Childhood Environments: Home Visiting		
3.8	Healthy Childhood Environments: Services to Foster Youth or Families Involved in Child Welfare System		
3.9.	Healthy Childhood Environments: Other		
3.10	Housing Support: Affordable Housing		
3.11	Housing Support: Services for Unhoused persons		
3.12	Housing Support: Other Housing Assistance		
3.13	Social Determinants of Health: Other		
3.14	Social Determinants of Health: Community Health Workers or Benefits Navigators		
3.15	Social Determinants of Health: Lead Remediation		
3.16	Social Determinants of Health: Community Violence Interventions		
4	Expenditure Category: Premium Pay		
4.1	Public Sector Employees		
4.2	Private Sector: Grants to other employers		
5	Expenditure Category: Infrastructure		
5.1	Clean Water: Centralized wastewater treatment		
5.2	Clean Water: Centralized wastewater collection and conveyance		
5.3	Clean Water: Decentralized wastewater		
5.4	Clean Water: Combined sewer overflows		
5.5	Clean Water: Other sewer infrastructure		
5.6	Clean Water: Stormwater		
5.7	Clean Water: Energy conservation		
5.8	Clean Water: Water conservation		
5.9	Clean Water: Nonpoint source		
5.10	Drinking water: Treatment		
5.11	Drinking water: Transmission & distribution		

Category		Funding Requested for Project	Funding Approved for Project
5.12	Drinking water: Transmission & distribution: lead remediation		
5.13	Drinking water: Source		
5.14	Drinking water: Storage		
5.15	Drinking water: Other water infrastructure		
5.16	Broadband: "Last Mile" projects		
5.17	Broadband: Other projects		
6	Expenditure Category: Revenue Replacement		
6.1	Provision of Government Services		
7	Administrative and Other		
7.1	Administrative Expenses		
7.2	Evaluation and data analysis		
7.3	Transfers to Other Units of Government		
7.4	Transfers to Nonentitlement Units (States and Territories only)		

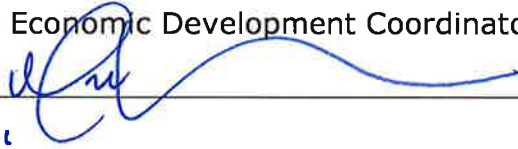
Signature of Applicant; _____



Date; 12/1/2021

Reviewed by Economic Development Coordinator;

Signature; _____



Date; 12/1/2021

Approval by County Administrator;

Signature; _____



Date; 12-1-21

(Approval by County Administrator allows request to be presented to the Board of Commissioners for final approval.)



Tourism and Rec Recovery

		Spending Track	
FRF \$	\$ 45,500		\$ 45,500
Sum of Projects	\$ 45,500	\$ 45,540	\$ -
	\$ -		\$ 45,500

Category	Project	\$ Amount	Spending Plan	Board approved ARPA funding	
Tourism and Recreation Guide (\$12,000)		\$ 12,000	\$ 7,000	\$ -	\$ (12,000)
Tourism Recovery-Aitkin Identity (\$33,500)		\$ 33,500	\$ 38,540	\$ -	\$ (33,500)
	Tourism and Recreation Recovery Plan				

DETAIL

Category	Project	\$ Amount
Tourism and Recreation Guide		\$ 7,000
	virtual guide	\$ 3,400
	paper version	\$ 3,600
Tourism Recovery-Aitkin Identity		\$ 38,540
	prospect and participant communication project	\$ 560
	brand build: marketing consultant	\$ 29,280
	billboard advertising (3 billboards, 1 year)	\$ 6,500
	Print and radio advertising	\$ 2,200

REQUESTING \$3960.00

Creation of tourism and recreation marketing tool to attract activity to our tourism resources in Aitkin County. This virtual guide will be used primarily in areas outside of Aitkin County and work in conjunction with the prospect and participant communication project

Prospect and Participant communication project. A streamline of communication to business prospects and stakeholders. Creates a communications platform