



Board of County Commissioners Agenda Request

6A
Agenda Item #

Requested Meeting Date: August 23, 2022

Title of Item: Leadership Boost Grant: Approval to submit grant application

| | | |
|---|---|---|
| <input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY | Action Requested: <input type="checkbox"/> Approve/Deny Motion <input checked="" type="checkbox"/> Adopt Resolution (attach draft) <small><i>*provide copy of hearing notice that was published</i></small> | <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>Staff has identified a grant opportunity to supplement the communications project currently being created and executed by the Aitkin County Economic Development Committee and Strateligent, our communications consultant for the project.</p> <p>Rural Leadership Boost Grants were designed to support local vision and spur the dreamers and doers who move rural places forward. This round of funding, the first of three, will support projects that bring people together to plan for the future of their community.</p> <p>The preliminary application submitted to Blandin has been accepted and Aitkin County has been invited to submit a full application of funding requested.</p> <p>The grant funding request is \$40,000 with no County match funding needed.</p> <p>The Economic Development staff requests approval to submit this grant application.</p> | | |
| Alternatives, Options, Effects on Others/Comments: | | |
| Recommended Action/Motion: Adopt attached resolution for Blandin Rural Boost Grant. | | |
| Financial Impact: <i>Is there a cost associated with this request?</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>What is the total cost, with tax and shipping? \$</i> <i>Is this budgeted?</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>Please Explain:</i> | | |

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

By Commissioner: xx

20220614-xxx

Blandin Rural Boost Grant Submission

WHEREAS, Aitkin County Economic Development Coordinator has identified a grant opportunity to supplement the communications project currently being created and executed by the Aitkin County Economic Development Committee and Strateligent, our communications consultant for the project; AND

WHEREAS, that the Aitkin County Economic Development Coordinator intends to submit an application requesting a grant amount of \$40,000; AND

WHEREAS, that Aitkin County has the legal authority to apply for financial assistance, and the institutional, managerial, and financial capability to ensure adequate project administration; AND

NOW, THEREFORE BE IT RESOLVED that Mark Jeffers, Economic Development Coordinator is hereby authorized to apply to the Blandin Rural Leadership Boost Grant for funding on behalf of Aitkin County.

BE IT FURTHER RESOLVED, the County Board of Commissioners certifies Jessica Seibert, County Administrator and Mark Jeffers, Economic Development Coordinator, to accept this grant if awarded and execute the Agreement and all documents pertaining to this grant.

Commissioner xx moved the adoption of the resolution and it was declared adopted upon the following vote

MEMBERS PRESENT

All Members Voting

**STATE OF MINNESOTA}
COUNTY OF AITKIN}**

I, Jessica Seibert, County Administrator, Aitkin County, Minnesota do hereby certify that I have compared the foregoing with the original resolution filed in the Administration Office of Aitkin County in Aitkin, Minnesota as stated in the minutes of the proceedings of said Board on the 23rd day of August 2022, and that the same is a true and correct copy of the whole thereof.

Witness my hand and seal this 23rd day of August 2022

Jessica Seibert
County Administrator



Blandin Foundation
STRENGTHENING RURAL MINNESOTA



Rural Leadership Boost Grants

Grant Application

By Invitation Only
Due Date: August 24, 2022

Rural Leadership Boost Grants

Overview

The last two years of complex crises have taken a toll on leaders across rural Minnesota. In times like this, of great challenge and opportunity, the resilience and fortitude of rural people and places shines through. Yet, we recognize the critical need for more resources to move small communities from where they are to where they want to go. Rural Leadership Boost Grants were designed to support local vision and spur the dreamers and doers who move rural places forward. This round of funding, the first of three, will support projects that bring people together to plan for the future of their community.

Thank you for bringing your ideas to us.

Guidelines

- Funding is available for activities and projects associated with community planning, community convening, and community engagement.
- Funded projects will show that planned activities engage a broad range of people to:
 - bring about community change, socially, culturally, economically, or environmentally (Change)
 - move a community forward with new voices at the table (Equity)
 - identify and bring new resources to the community (Resources)
 - tackle challenging issues and conversations in new ways (Innovation)
- Project expenses may include contracting for professional services, research and studies, cost of convening and hosting meetings, evaluation activities (recording and reporting), communications, and other expenses necessary for success.
- Visit our website for a list of [ineligible activities](#).

Timeline:

| | |
|--------------------------|--|
| Project Timeline: | October 1, 2022 - September 30, 2023 |
| August 10 | Proposals invited; application sent out |
| August 24 | Deadline for returning proposals to grants@blandinfoundation.org |
| August 25 – Sept 9 | Proposal review, processing, notification |
| By September 30 | All grant agreements completed |

Questions/Contact:

Please reach out to either LuAnn Robinson or Linda Gibeau at 218-326-0523 and lrobinson@blandinfoundation.org / lmgibeau@blandinfoundation.org



Grant Application Summary

Organization Information

Aitkin County

Name of organization/entity

Name on articles of incorporation, if different

307 2nd St. NW

Aitkin, MN, 56431

416005749

Address

City, State, Zip

Employer Identification Number (EIN)

218.513.6188

https://www.aitkin.co.mn.us

Phone

Fax

Website

J Mark Wedel

Board Chair, Board of Commissioners

218.927.7276

mark.wedel@co.aitkin.mn.us

*Name of Executive Director, CEO,
Board Chair, or Lead Organizer*

Title

Phone

E-mail

Mark Jeffers

Economic Development Coordinator

218.513.6188

mark.jeffers@co.aitkin.mn.us

*Name of contact person regarding
this application*

Title

Phone

E-mail

Is your organization an IRS 501(c)(3) nonprofit? Yes No

If no, is your organization a public agency, Tribal government entity, or unit of government?

xYes No

If no, list name and address of fiscal agent, including EIN number:

EIN Number

If you will be working through a fiscal agent, please attach an email or letter confirming they have agreed to be fiscal agent for your organization and this grant.

Please attach your organization's or the fiscal agent's current W-9. A blank copy is attached for your convenience



Blandin Foundation™
STRENGTHENING RURAL MINNESOTA

Anti-Discrimination Policy*

Blandin Foundation does not discriminate on the basis of race, color, religion (creed), gender identity, gender expression, age, national origin (ancestry), disability, marital status, familial status, sexual orientation, sex, pregnancy, military status, or any other legally protected status or characteristic in its activities or operations. Blandin Foundation does not knowingly award grants to organizations that violate our anti-discrimination values. If at any point in a working relationship Blandin Foundation discovers standards, policies, or practices held by any of our partners that violate this anti-discrimination policy, Blandin Foundation reserves the right to terminate the relationship, contract, and/or ask for funds to be returned to the Foundation to the extent permissible by law, in addition to Blandin Foundation's cessation of business with that organization or entity in the future.

Does your organization, project, or initiative comply with our Anti-Discrimination Policy?

Yes No

*Excerpt, view Blandin Foundation's full [Anti-Discrimination Policy here](#).



Blandin Foundation™
STRENGTHENING RURAL MINNESOTA

Proposal Summary

Duration of project: June 2022 to June 2023 (Initial project creation/introduction is 2022-2023. The actual life of the project is ongoing.)

Please give a 2-3 sentence summary of your proposal: Our mission is to develop and promote economic development in our community through recreation and tourism. The communications project will bring a diverse group of community leaders and residents together to form one voice, one story. This story will be a pillar for future growth and change in our community.

Please give a 1-2 sentence summary of the geographic area your proposal will serve: This communications project will engage and serve the entire Aitkin County community and will ultimately communicate our story to the state and entire Midwest.

Budget Summary

Fiscal Year of Organization or Project: 2022-2023

| | |
|--|----------|
| Total project budget: | \$85,000 |
| Total dollar amount requested of Blandin Foundation: | \$40,000 |
| Total annual budget (of entity or organization): | \$85,000 |

Signature

Name of CEO/Executive Director/Board Chair/Elected Official

Signature (scanned/electronic signature acceptable)



Proposal Narrative

- 1) Describe the opportunity your project addresses in your community.
(Help us understand the project in more detail, who is leading, who is engaged, what issues are you trying to address)

Our project is facilitated and managed by Aitkin County economic development, working with the consultant to identify a clear message and vision to attract people and businesses to Aitkin County. The true leaders are the community members that will be engaged in our planning process. We will have community meetings with residents and leaders interested in economic development through outdoor recreation tourism. The leaders will have a share in the final message and story. We will include chambers, cities, townships, resident users of motorized (ATV), human (paddling, running, cycling & hiking), muscle (equestrian), arts & entertainment, major and main street employers and general community influencers. The community will identify and tell our story. This story will become the literal marketing campaign for future resident attraction & economic development.

- 2) What do you hope will be different in your community after you complete this project? How does this project help you accomplish this?

The greatest win will be when the entire county comes together to establish the Aitkin County identity. We will be clear in our identity and vision, united in our efforts, prepared to move forward with economic development through recreation & tourism. Community organizations and residents can all use that identity as a guide for their own marketing campaigns in their own areas. Collaboration across all areas and leadership groups will be needed to be successful. This project sets that groundwork for success. With the right players, we can and will win.

- 3) Please tell us how you've included people who will benefit from this project during your planning.
This entire project is a grassroots, boots on the ground collaboration by any and all that are interested in engaging their efforts to invoke change in our community. We plan to conduct personal meetings or summits to gain knowledge of our need. We have communicated through local radio, print, social media outlets and local leadership organizations. The people that build the story will be the direct beneficiaries of that story through resident and visitor attraction.

- 4) Please list 1-4 goals the project will accomplish.

- a. This project will develop a strong, aligned and collaborative Aitkin County powerbase of civic, business and volunteer stakeholders
- b. This project will create a narrative that is easy to remember and easy to repeat
- c. This project will persuade our customers to become investors (visitors to residents)
- d. This project will spur economic development.

- 5) In addition to these questions, and what you shared in the letter of interest that you submitted this



spring, what else would you like us to know about the project? (If nothing, you can skip this question.)

The Aitkin County Economic Development Committee is committed to this communication program. They have invested funds, resources and time for this project. As an Economic Development Coordinator, this project is a high priority identified in our Aitkin County economic development strategic plan and will be a major factor in our increase of economic and business growth. The Communications Consultant that Aitkin County has selected has a long track record of successful programs in the northern Minnesota area.

- 6) Attach an income and expense budget in whatever format you have; feel free to include any notes that will help us understand your budget. Please include other sources of support of the project (e.g., City [public] dollars, private contributions, volunteer time).



| Name: Aitkin County Communications Project | | |
|--|-----------|------------|
| PURPOSE OF ITEM | AMOUNT | \$ REQUEST |
| Economic Development through outdoor recreation | \$ 17,550 | |
| Input Sessions with Aitkin County stakeholders | | |
| Cities/Townships | | |
| Chambers | | |
| Recreation user groups (motor, human, muscle) | | |
| Arts & Entertainment | | |
| Major and mainstreet employers | | |
| Community Influencers | | |
| Creation of the Economic Development through outdoor recreation quality of life | \$ 12,000 | |
| Positioning Statement | | |
| Elevator Speech | | |
| Tagline | | |
| Communication Plan | | |
| Economic Development website | \$ 10,500 | |
| Economic Development Video: motorized trails | | |
| Economic Development Video: The water | | |
| Economic Development Video: our story | | |
| Statewide public relations campaign | \$ 28,500 | |
| Minneapolis/St Paul media campaign | \$ 16,450 | |
| PROJECT TOTAL | \$ 85,000 | \$ 40,000 |

This budget reflects the cost to create the story and market our identity. This communication to prospective residents and visitors will be ongoing once the project is complete.

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

| | |
|---|---|
| 1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. County of Aitkin | |
| 2 Business name/disregarded entity name , if different from above | |
| 3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ Local Government (County) | 4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <u>2</u> Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small> |
| 5 Address (number, street, and apt. or suite no.) See instructions. 307 2nd Street NW | Requester's name and address (optional) |
| 6 City, state, and ZIP code Aitkin MN 56431 | |
| 7 List account number(s) here (optional) | |

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

| Social security number | | | | | | | | | |
|------------------------|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

or

| Employer identification number | | | | | | | | | |
|--------------------------------|---|---|---|---|---|---|---|---|---|
| 4 | 1 | - | 6 | 0 | 0 | 5 | 7 | 4 | 9 |

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

| | | |
|------------------|---|-------------------------|
| Sign Here | Signature of U.S. person ▶ <i>Kathleen Ryan</i> | Date ▶ <i>3/17/2023</i> |
|------------------|---|-------------------------|

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.