



Board of County Commissioners Agenda Request

7B

Agenda Item #

Requested Meeting Date: June 13, 2023

Title of Item: Business Development & Recreation Grant: Award 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: 5 minutes
Summary of Issue: <p>The Aitkin County Economic Development Committee has received and reviewed grant funding requests for the Business Development & Recreation Grant Program. Grant applications and grant award summary are included.</p> <p>The Committee was unanimous on the recommendation. The Committee recommends and requests approval to award the following grants at this time:</p> <p>Aitkin Chamber of Commerce= \$1,550 The Rialto Theatre= 1,257</p> <p>The purpose of this grant fund is to leverage county funds, private funds and volunteer efforts to increase small business development activities in Aitkin County, with an emphasis on increasing sustained tourism and recreation activities. Several organizations may submit a single application or organizations may apply individually. Organizations need only to commit one hundred dollars (\$100) in good faith to ensure commitment to the grant request. The Aitkin County Board of Commissioners, have approved funding to be used to directly impact the Community of Aitkin County by executing the Aitkin County Business Development & Recreation Grant.</p>		
Alternatives, Options, Effects on Others/Comments:		
Recommended Action/Motion: Economic Development requests approval of a motion to award the recommended grants.		
Financial Impact: <i>Is there a cost associated with this request?</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>What is the total cost, with tax and shipping? \$</i> <i>Is this budgeted?</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i> This funding is budgeted through the ARPA funding.		

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

Business Development and Recreation Grant

Year	#	Facility Name	Project Name	Contact Name	City	\$ requested	\$ Awarded
2023	1	Shamrock Township	Shamrock Recreational Area	Candace Kral	Shamrock	\$ 1,950	
	2	Cabin Fever Videos	Camera Advancement	Brianna Wiley	Hill City	\$ 1,942	
	3	Long Lake Foundation	Nature Rocks! A fundraiser for conservation	Bob Markum/Dave McMillan	Palisade	\$ 2,000	\$ 2,000
	4	Palisade Event Committee	Uptown Palisade Revitalization	Nancy Havila	Palisade	\$ 925	\$ 925
	5	My Crafts n Things	Business signage	Michiyo Schanz	Aitkin	\$ -	\$ -
	6	Smokey Jake's BBQ	Business signage	Jacob Schanz	Aitkin	\$ -	\$ -
	7	City of Aitkin	Sign project	Jen Thompson	Aitkin	\$ 2,000	
	8	Habitat for Humanity	motorcycle ride fundraiser	Ann Schwartz	Aitkin	\$ 1,100	\$ 1,100
	9	Jaques Art Center	Art for Everyone	Pamela Andell	Aitkin	\$ 1,400	\$ 1,400
	10	Aitkin Chamber of Commerce	Paddle Your Glass Off	Taylor Erickson	Aitkin	\$ 1,550	\$ 1,550
	11	Rialto Theatre	menu display items	Kirk Peysar	Aitkin	\$ 1,257	\$ 1,257
not reviewed	12	Palisade One Stop	LED strip lights to canopy	Kory O'Neil	Aitkin	\$ 2,000	
not reviewed	13	City of Hill City	4th of July Festival	Tami Meyer	Hill City	\$ 2,000	
not reviewed	14	Trails Inn Quadna Mountain	build digital platform	Shawn Pehrson	Hill City	\$ 2,000	

\$ 20,124 \$ 8,232
Remaining



Application for Aitkin County Business Development & Recreation Grant Program January 1, 2023 - December 31, 2023

- Grant requests should be submitted by EMAIL to: mark.jeffers@co.aitkin.mn.us, subject line: BD&R2023 or by mail to:
Mark Jeffers
Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
- Funding recommendations will be considered at the regularly scheduled monthly meeting of the Aitkin County Economic Development Committee in June 2023. Application deadline is **May 31, 2023**.
- Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Paddle Your Glass Off 2023

Date(s) of Program: June 17, 2023

Location of Program: Aitkin County Campgrounds

Organization/Community Name:

Person in Charge of Project: Taylor Erickson

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

Contact Person's Phone #: 218-927-2316

Contact Person's Email: upnorth@aitkin.com

Description/focus/purpose of your organization:

Aitkin Area Chamber of Commerce – promote Aitkin as a good place to work & play.

FUNDING:

Amount requested from Aitkin County	\$ 1550
<small>(Minimum \$100.00, maximum request is 2,000.00). The Economic Development Committee may recommend to the Board of Commissioners to increase or decrease the amount awarded at their discretion. The Aitkin County Board of Commissioners grants the final approval for funding.</small>	

Amount of your organization's match	\$ 2050
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Total projected budget	\$ 3600
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PROJECT/EVENT DESCRIPTION: Be concise and complete; attach supporting information if needed.

The event is a paddle on the Mississippi followed by a beer, wine, and spirit tasting. We will launch paddlers from Kimball Public Access and they will get off at Aitkin County Campgrounds, where the tasting will take place. We will provide shuttle service, as well as launching and landing assistance.



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

Our goal is to increase the awareness of Aitkin’s waterways. Our river trails are huge recreational asset and we want to familiarize folks with them. Grant funds will be used to achieve this in several ways: marketing (digital and print), cover the cost of kayak rentals (through local business, Unbound Adventures), and defraying the costs of attendee amenities (porta-potty rentals, bug spray, water and snacks, etc.)

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

We know through data collected at ticket point of sale that our attendees are a mix of locals and visitors. Visitors come from the Metro and Brainerd Lakes Area. We also know through surveys that attendees are visiting local restaurants after the event, and that they are more likely to use Aitkin’s waterways now that they are more familiar and comfortable with them. We know this cycle will continue – people have a positive experience on Aitkin’s waterways, they continue to utilize them, and they continue to support local businesses – restaurants, gas stations, rental companies, retail, potentially even lodging as demand grows.

List target markets: adult outdoor enthusiasts

List target audience: past event attendees, social media users (organic reach as well as paid targeting based on age (30-45yrs) and location (central MN).

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

Category	Grant Funds	Applicant Funds	Total
Kayak Rentals (Unbound Adventures)	500		500
Pota-Potties (Nelson Sanitation)	300		300
Marketing (Social Media, Print)	500		500
Branded Materials		2000	2000
Event Supplies	250		250
Liquor License		50	50
TOTALS			3600

Contact Signature:

Taylor Erickson

Name Taylor Erickson Date: 5/15/2023



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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: *Rialto Theatre - Menu display*
 Date(s) of Program: *Summer 2023*
 Location of Program: *Aitkin, MN*
 Organization/Community Name: *Rialto Theatre*
 Person in Charge of Project: *Kirk Peysar*
 Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code):
220 Minnesota Ave N, Aitkin, MN 56431
 Contact Person's Phone #: *218-851-2453*
 Contact Person's Email: *Krpeysar@yahoo.com*
 Description/focus/purpose of your organization:
Movie theatre & concession stand

FUNDING:

Amount requested from Aitkin County *\$ 1257⁰⁰*
(Minimum \$100.00, maximum request is 2,000.00). The Economic Development Committee may recommend to the Board of Commissioners to increase or decrease the amount awarded at their discretion. The Aitkin County Board of Commissioners grants the final approval for funding.

Amount of your organization's match *\$ 1258³³*

Total projected budget *\$ 2515.33*

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

digital menu signs, project includes menu screens, mounting hardware, subscription, & software licensing



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

modernize up to date concession menu
signage

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

the theatre is a historic facility

List target markets: = clients includes people from across Minnesota,
including visitors from other states & countries.

List target audience: the general public

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

Category	Grant Funds	Applicant Funds	Total
Menu boards	1257 ⁰⁰	1258 ⁵⁵	2515.55
TOTALS			

Contact Signature:

Name [Signature]

Date: 8-20-23

fastsigns.com/337

Payment Terms: Cash Customer

Created Date: 4/11/2023

DESCRIPTION: Single Menu Board Pricing

Bill To: Aitkin Movie Theater
31406 331st
Aitkin, MN 56431
US

Pickup At: FASTSIGNS® of Blaine
1017 109th Ave NE
Blaine, MN 55434
US

Requested By: Thomas Gustin
Email: tagustin0303@gmail.com
Work Phone: (218) 851-4683

Salesperson: House 270901 - Blaine, MN
Entered By: Kenny Grandell

NO.	Product Summary	QTY	UNIT PRICE	UNIT PRICE	AMOUNT
1	65" Display For Menu Area with Mounting Hardware	1		\$1,297.00	\$1,297.00
1.1	Manually Priced Signs & Graphics - Part Qty: 1 Width: 57.00" Height: 32.70"				
2	Media Player for Large Screen	1		\$695.00	\$695.00
2.1	Manually Priced Signs & Graphics - Part Qty: 1 Width: 1.00" Height: 1.00"				
3	SaaS Annual Subscription (Yearly Charge)	1		\$254.00	\$254.00
3.1	Manually Priced Signs & Graphics - Part Qty: 1 Width: 1.00" Height: 1.00"				
4	Digital Content Software and Liscensing	1		\$102.00	\$102.00
4.1	Manually Priced Signs & Graphics - Part Qty: 1 Width: 1.00" Height: 1.00"				

Thank you for considering Fastsigns, Blaine. Please let us know if you have any questions regarding this estimate or if you have any other sign needs. Have a great day!

Subtotal:	\$2,348.00
Taxes:	\$167.33
Grand Total:	\$2,515.33
Deposit Required:	\$2,515.33