

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: _____

Date(s) of Program: _____

Location of Program: _____

Organization/Community Name: _____

Person in Charge of Project: _____

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

Contact Person's Phone #: _____

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? _____

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) \$ _____
(Minimum \$100.00, maximum request is 1,000.00)

Amount of your organization's match \$ _____

Total projected budget

\$ _____

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

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)

List target audience:
Who – type of group or activity

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
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: _____