



Board of County Commissioners Agenda Request

2Q
Agenda Item #

Requested Meeting Date: August 10, 2020

Title of Item: Business Development and Recreation Grant (formerly tourism grant)

<input type="checkbox"/> REGULAR AGENDA	Action Requested:	<input type="checkbox"/> Direction Requested	
<input checked="" type="checkbox"/> CONSENT AGENDA		<input checked="" type="checkbox"/> Approve/Deny Motion	<input type="checkbox"/> Discussion Item
<input type="checkbox"/> INFORMATION ONLY		<input type="checkbox"/> Adopt Resolution (attach draft)	<input type="checkbox"/> Hold Public Hearing* <i>*provide copy of hearing notice that was published</i>

Submitted by: Mark Jeffers	Department: Administration
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Presenter (Name and Title): Mark Jeffers, Economic Development Coordinator	Estimated Time Needed:
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Summary of Issue:

ED Coordinator proposed and presented to the Economic Development Committee, new language for the 2022 Business Development and Recreation Grant Program, formerly known as the Tourism Grant.

The Committee is in favor of the language change and recommends that the Board approve the new language through a consent agenda item.- 4 documents attached.

Alternatives, Options, Effects on Others/Comments:

Recommended Action/Motion:
Approve through consent agenda.

Financial Impact:

Is there a cost associated with this request? Yes No

What is the total cost, with tax and shipping? \$

Is this budgeted? Yes No Please Explain:



AITKIN COUNTY BUSINESS DEVELOPMENT AND RECREATION GRANT PROGRAM

PROGRAM OVERVIEW

The purpose of this grant fund is to leverage county funds, private funds and volunteer efforts to increase new 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. Example: Program/Event Total Cost: \$1,100 would require the organization's commitment of \$100 to ensure the possibility of an Aitkin County Business Development and Recreation Grant Program.

Grant Guidelines: Guidelines for application and awarding of Aitkin County Business Development and Recreation Grants are as follows:

1. **Funding Limits:** Minimum of \$100 and a maximum of \$1,000 per grant application.
2. **Matching Funds:** The Aitkin County Business Development and Recreation Grant Program is intended to leverage locally funded promotions and not replace that funding. Significant consideration will be given to the amount and quality of matching funds/in kind contributions when grant applications are evaluated by the Economic Development Committee and County Board.
3. **County-Wide Distribution:** The intent of this program is to provide assistance throughout Aitkin County. Consideration shall be given to amounts awarded and number of grants approved per year for any particular region of the county to ensure that an equitable level of funding is available throughout the county.
 - a. **Event/Activity Eligibility:** Grant Funds shall be used to market business development activities that create sustainable tourism or recreation growth or activities/businesses that will enhance the Aitkin County economy.
 - b. **Events eligible for funding include:**
 - Sustainable Business Development Activities (Advertising funds can be included in funding request).
 - Community Recreation or Tourism events that create sustained increases in resident or visitor activity (Advertising funds can be included in funding request).
 - c. Special consideration will be given to applications that will enhance the Northwood's ATV Trail or River Trails through signage, promotion, activities or trail amenities.
 - d. Grant funds shall not be used to pay the salaries of part or full time staff associated with a particular event/business development activity or organization associated with an event/business development activity. Funds shall not be used for any type of prizes or other material items that may be offered, awarded, sold



AITKIN COUNTY BUSINESS DEVELOPMENT AND RECREATION GRANT PROGRAM

~~TOURISM PROMOTION AND DEVELOPMENT GRANT PROGRAM~~

PROGRAM OVERVIEW

The purpose of this grant fund is to leverage county funds, private funds and volunteer efforts to increase new business development ~~tourism and related economic development~~ activities in Aitkin County, **with an emphasis on increasing sustained tourism and recreation activities.** Applicants must be registered as non-profit corporations with the Secretary of State, a Non-Profit Tourism Association or unit of Government. 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. Example: Program/Event Total Cost: \$1,100 would require the organization's commitment of \$100 to ensure the possibility of an **Aitkin County Business Development and Recreation Grant Program** ~~Tourism Promotion and Development Grant (ACTPDG)~~ of \$1,000.00.

Grant Guidelines: Guidelines for application and awarding of **Aitkin County Business Development and Recreation** ~~Tourism Promotion and Development~~ Grants are as follows:

1. Funding Limits: Minimum of \$100 and a maximum of \$1,000 per grant application. ~~per year.~~
2. Matching Funds: The **Aitkin County Business Development and Recreation** ~~tourism~~ grant program is intended to leverage locally funded promotions and not replace that funding. Significant consideration will be given to the amount and quality of matching funds/in kind contributions when grant applications are evaluated by the Economic Development Committee and County Board.
3. County-Wide Distribution: The intent of this program is to provide assistance throughout Aitkin County. ~~accordingly~~ Consideration shall be given to amounts awarded and number of grants approved per year for any particular region of the county to ensure that an equitable level of funding is available throughout the county.
 - a. Event/Activity Eligibility: **Grant Funds shall be used to market business development activities that create sustainable tourism or recreation growth or activities/businesses that will enhance the Aitkin County economy.** ~~tourism and related economy enhancement events that will benefit Aitkin County. Including Northwood's ATV Trail enhancements. Funds shall be targeted towards attracting new, repeat and extended stay tourism visitations to Aitkin County or events that demonstrate an economic benefit to 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.~~
 - b. Events eligible for funding include:



development activity or promotion and should be included with a the final financial report. That report shall also include a reimbursement check for any unused funds, make check payable to "Aitkin County Business Development and Recreation Grant Program" "Aitkin County Tourism Grant Fund." discussed below.

- ~~2. A financial Expense Worksheet and Financial Statement shall be completed and returned the Aitkin County Economic Development Coordinator monthly and a final closeout report within 30 days of completion of a project/event. That report shall also include a reimbursement check for any unused funds, make check payable to "Aitkin County Tourism Grant Fund."~~

Further information and additional forms and materials may be obtained by contacting Mark Jeffers, Aitkin County Economic Development Coordinator
217 2nd Street NW, #131,
Aitkin, MN 56431,
218-927-7305,
mark.jeffers@co.aitkin.mn.us

MODEL RESOLUTION FORM

(Print or type your resolution on your organization's letterhead or on a separate sheet of paper)

Application for Aitkin County Tourism Promotion and Development Grant

To: Aitkin County Board of Commissioners

From: (Legal Name of Organization)

WHEREAS, the Applicant has a need for a grant to (briefly describe the program/event for which the grant funds will be used, in 20 words or less) (hereafter called "the Project"); and,

WHEREAS, the Applicant has determined that it will need a Business Development and Recreation Grant for \$_____

WHEREAS, the Applicant has available One Hundred Dollars (\$100.00) as matching funds for the event/business development activity; which funds the Applicant will not use as matching funds for any other programs or events; and

WHEREAS, the Applicant understands and agrees that Business Development and Recreation Grant Funds will not be used to reimburse the Applicant for any costs incurred prior to the date on which this event/business development activity is approved by the Aitkin County Board of Commissioners;

NOW, THEREFORE BE IT RESOLVED that the Applicant organization hereby authorizes and approves making application to Aitkin County for a grant for \$_____ to provide funds to do the event/business development activity.

BE IT FURTHER RESOLVED that _____ is here by designated as the person who will supervise the event/business development activity and successfully complete the event/business development activity in a timely manner to the satisfaction of the Aitkin County Board of Commissioners.

ADOPTED: _____, 2021 By: _____

Its: _____
(President or other Chief Corporate Officer)

I, the undersigned Secretary of the Applicant organization, hereby certify that the above Resolution is a true copy of the Resolution duly passed, adopted and approved by the (insert the full name of the organization here) on the (insert the date on which the Resolution was adopted by the organization), 2019.

By: _____
Its Secretary

Application for Aitkin County Business Development and Recreation Grant Program

January 1, 2022 - December 31, 2022

DEADLINE: Grant requests should be submitted by EMAIL to ACTPDG c/o Mark Jeffers, Aitkin County Courthouse, 217 2nd St. N.W.#131, Aitkin, MN 56431 or EMAIL to mark.jeffers@co.aitkin.mn.us.

- Grant requests should be submitted by EMAIL to: mark.jeffers@co.aitkin.mn.us, titled ACBDRG or submitted by mail to ACBDRG c/o Mark Jeffers, 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 2022. Application deadline is **May 31, 2022**.
- Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

The intent of this program is to provide assistance throughout Aitkin County. Consideration shall be given to amounts awarded and number of grants approved per year for any particular region of the county to ensure that an equitable level of funding is available throughout the county.

- Event/Activity Eligibility: Grant Funds shall be used to market business development activities that create sustainable tourism or recreation growth or activities/businesses that will enhance the Aitkin County economy.
- Events eligible for funding include:
 - Sustainable Business Development Activities (Advertising funds can be included in funding request).
 - Community Recreation or Tourism events that create sustained increases in resident or visitor activity (Advertising funds can be included in funding request).
- Special consideration will be given to applications that will enhance the Northwood's ATV Trail or River Trails through signage, promotion, activities or trail amenities.
- Grant funds shall not be used to pay the salaries of part or full time staff associated with a particular event/business development activity or organization associated with an event/business development activity. Funds shall not be used for any type of prizes or other material items that may be offered, awarded, sold or given away as a promotion of the event/business development activity being supported by the grant.
- Aitkin County Business Development and Recreation Grant funds may not be used to reimburse expenses occurred prior to grant approval by Aitkin County.

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

Category	Grant Funds	Applicant Funds	Total
TOTALS			

1. NOTE: A written evaluation shall be completed and returned the Aitkin County Economic Development Coordinator, Mark Jeffers, within 30 days of completion of an event/business development activity. That written evaluation shall describe the success in meeting the goals of the event/business development activity and should be included with a final financial report. That report shall also include a reimbursement check for any unused funds, make check payable to "Aitkin County Business Development and Recreation Grant Program"

Signature: Official person for community/organization, who will be responsible for the funding request and returning the evaluation to the Aitkin County Tourism Economic Development Committee.

Name _____ Date: _____