



Board of County Commissioners Agenda Request

5A

Agenda Item #

Requested Meeting Date: June 25, 2024**Title of Item:** Award Grant: Business Development & Recreation Grant

<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>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 grant at this time:</p> <p>Paddle Your Glass Off event, Aitkin Chamber \$2,000 Ripplesippi Music Fest, ACFOTA \$2,000 Summer Art Walk event, Jaques Art Center \$1,300 Riverboat Days, Aitkin Chamber \$2,000 Advertising, Nistler's Northland Adventures \$2,000</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 grant.		
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>		

Business Development and Recreation Grant

Year	#	Facility Name	Project Name	Contact Name	Email	City	Phone	\$ requested	\$ Awarded	Informed
2024	1	Long Lake Foundation	Nature Rocks	Bob Markum	markum@longlakefoundation.org	Palisade	218.768.4653	\$ 2,000	\$ 2,000	Y
	2	Growth Innovations/Aitkin, McGregor Chamber	Workforce Summit	Stan Gustafson	stan@growthinnovations.com	County	218.927.2172	\$ 2,000	\$ 2,000	y
	3	Habitat for Humanity	Toolin' Tour	Ann Schwartz	aschwartz@habitat.org	County	218.927.5656	\$ 1,200	\$ -	Y
	4	Aitkin High School	Career Fair	Amanda Voller	avoller@aitkinhigh.org	County	218.735.6120	\$ 2,000	\$ -	Y
	5	Big Sandy Lodge	signage	Ally Schmid	ally@big-sandy-lodge.com	McGregor	218.485.1787	\$ 5,000		Y
		City of Hill City	naturally better	Tami Meyer		Hill City		\$ 1,000	\$ 1,000	Y
	6	Pallsade Events Committee	Swanson Park Action 4 R Kids	Nancy Havila Dawn Quade	nancyhavila@gmail.com dawnquade@palladeparc.com	Pallsade	612.345.1075 320.232.5576	\$ 1,600		Y
	7	American Peat Technology	Greater MN Governance Summit	Peggy Jones	pegg@peat.com	Aitkin	218.851.3172	\$ 2,000		Y
	8	Whitewood Resort	sign and entry	Wanda McGuire	wanda@whitewoodresort.com	Aitkin	812.599.5314	\$ 1,500		Y
	9	All Through the House	awning	Wanda McGuire	wanda@allthroughthehouse.com	Aitkin	812.599.5314	\$ 400		Y
	10	The Country House	signage	Tami Enz	enz@thecountryhouse.com	McGregor	218.390.6525	\$ 2,000		Y
	11	Aitkin Chamber of Commerce	PYGO	Stephanie Mollet	stephanie@aitkinchamber.com	Aitkin	218.927.2316	\$ 2,000	\$ 2,000	Y
	12	ACFOTA	Ripplesippi Music Fest	Christian McShane	christian@acfota.com	Aitkin	218.851.2619	\$ 2,000	\$ 2,000	Y
	13	Tamarack Learning Center	Advertising signage	Niki Elvidge	niki@tamaracklearningcenter.com	Tamarack	763.232.3836	\$ 2,000		Y
		Economic Development	EIS ATV Trails	Mark Jeffers		County		\$ 2,000	\$ 2,000	Y
	14	Shamrock Township	Shamrock Shing Ding	Candace Kral	tkral@shamrocktownship.com	McGregor	218.429.2205	\$ 1,450		Y
	15	Jake's BBQ	parking lot	Jake Schantz	jake@jakesbbq.com	Aitkin	858.212.3752	\$ 2,000		Y
	16	Jaques Art Center	summer art walk	Evonne Fairchild	efairchild@jacquesart.com	Aitkin	218.927.2363	\$ 1,300	\$ 1,300	Y
	17	Cabin Fever Videos	Drone equipment	Briana Wiley	briana@cabinefeervideos.com	Hill City	218.576.3215	\$ 2,000		Y
	18	Angels	various equipment	Beth Anderson	beth@angelsangelsgarden.com	McGregor		\$ 2,000		Y
Pending	19	Little Piece of Heaven by Stillwaters Retreat	labyrinth opening	Susan Kortus	susan@lphretreat.com	Aitkin	218.839.7566	\$ 2,000		
	20	Rosallini's	outside dining	Curtis Ross	curtis@rosallinis.com	Aitkin	218.820.3969	\$ 2,000		Y
	21	Riverboat Days committee	button advertising	Stephanie Mollet	stephanie@riverboatdays.com	Aitkin	218.927.2136	\$ 2,000	\$ 2,000	Y
	22	McGregor Bakery	indoor menue signage	Katie Nelson	knelson@mcgregorbakery.com	McGregor	218.349.7250	\$ 2,000		Y
	23	Jacobson Community Center	signage	Vickie Herman	vherman@jacobsoncc.com	Jacobson	612.280.5125	\$ 2,000		Y
	24	Nistler's Northland Adventures	Advertising signage	Amber Nistler	amber@nistlersna.com	McGregor	218.391.7920	\$ 2,000	\$ 2,000	Y
								\$ 49,450	\$ 16,300	



Application for Aitkin County Business Development & Recreation Grant Program

January 1, 2024 - December 31, 2024

OK

- Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 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. Application deadline is **May 31, 2024**.
- 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 '24

Date(s) of Program: June 16th, 2024

Location of Program: Kimball Run Access Point to Aitkin County Campgrounds

Organization/Community Name: Aitkin Chamber of Commerce

Person in Charge of Project: Stephanie Mollet

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

PO BOX 127 301 Minnesota Ave N #4, Aitkin, MN 56431

Contact Person's Phone #: 218.927-2316

Contact Person's Email: upnorth@aitkin.com

Description/focus/purpose of your organization:

The Aitkin Area Chamber of Commerce serves the surrounding community as a non-profit professional organization whose purpose is to promote our businesses, support tourism and quality of life.

FUNDING:

Amount requested from Aitkin County \$ 2,000

(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 \$ 1,200

Total projected budget \$ 3,200

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

Our event entails a scenic paddle along the Mississippi River, followed by a curated tasting experience featuring a selection of beer, wine, and spirits from local vendors in addition to live music. Paddlers will embark from Kimball Public Access and



conclude their journey at the Aitkin County Campgrounds, where the tasting will be hosted. To ensure seamless logistics, we will offer shuttle services, as well as assistance with launching and landing.

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

Our objective is to raise awareness about Aitkin's waterways, recognizing them as significant recreational assets. We aim to introduce individuals to our river trails, showcasing their beauty and recreational opportunities. Grant funds will be allocated across various initiatives to achieve this goal: marketing efforts, subsidizing kayak rentals in partnership with local business Unbound Adventures, and offsetting expenses related to attendee amenities such as porta-potty rentals, water, snacks, and more.

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

This event has a track record of drawing diverse crowds, including locals and visitors from the Metro and Brainerd Lakes Area, as seen in past ticket sales. Feedback consistently shows that attendees often continue their Aitkin experience by dining at local restaurants. This connection with our community goes beyond food; it deepens their relationship with Aitkin's waterways, encouraging further exploration. This positive interaction not only enhances attendees' experiences but also provides ongoing support to local businesses—ranging from eateries and gas stations to rental companies and stores. As familiarity with Aitkin grows, we expect this positive impact to extend to lodging establishments, boosting our local economy and fostering community pride.

List target audience:

Our target audience comprises past event attendees, specifically adults aged 21 and above, who are active on social media platforms. Our demographic analysis reveals a predominant presence of women (76.9%) and men (23.1%) within this group. We aim to further engage this audience demographic to deepen their involvement in our initiatives.

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

Category	Grant Funds	Applicant Funds	Total
Kayak Rentals (Unbound Adventures)		750	750
T-shirts (Shirts Plus) (Logo on front/Sponsors and Naturally Better on back)	1200		1200
Music (Mike and Jan Cherry/Roy Liljenquist)		300	300
Snacks/Water		100	100
Porta Potties	300		300
License Fees		50	50
Marketing (Social Media/Radio/Print)	500		500
TOTALS	2000	1200	3200



Contact Signature:

Stephanie Mollet

5/10/2024

Name _____ Date: _____



ok
#12

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

1. Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 or
by mail to:
Mark Jeffers
Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
2. Funding recommendations will be considered at the regularly scheduled monthly meeting of the Aitkin County Economic Development Committee. Application deadline is **May 31, 2024**.
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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: RippleSippi Music Fest

Date(s) of Program: July 26 & 27, 2024

Location of Program: Downtown Aitkin, MN

Organization/Community Name: Aitkin County Friends of the Arts

Person in Charge of Project: Christian McShane

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

P.O. Box 101, Aitkin, MN 56431

Contact Person's Phone #: 218-851-2619

Contact Person's Email: christianmcshane@gmail.com

Description/focus/purpose of your organization: Community-building & local business-bolstering annual music festival that highlights Aitkin County and its ever-growing performing arts scene!

FUNDING:

Amount requested from Aitkin County

\$ 2,000

(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

\$ 2,000

Total projected budget

\$ 19,050



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

RippleSippi Music Fest is Aitkin County's oldest annual music festival, held in downtown Aitkin. It began in August, 2021. The event is purposefully programmed to contain a little something for every musical taste and age: original music artists share the same stage as cover bands and solo musicians, as well as other art forms. Local vendors and businesses also participate and benefit from the festivities. This year's event will last 2 days for a total of 10+ hours of continuous music and performing arts featuring local, regional, and national acts on 4 different stages. This is a yearly festival, not a "one off".

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

The goal of RippleSippi Music Fest is to bring individuals to Aitkin who ordinarily wouldn't have any reason to come to Aitkin. Last year's audience of approximately 700 paid ticketholders was comprised of 1/2 local (including summer lake home folks) and the other 1/2 from surrounding areas and beyond. We expect this year's attendance will be larger with the incredibly popular Gear Daddies as the headliner on July 26. July 27 will feature local & regional acts in 3-4 downtown venues. We anticipate this year's tally will be close to or over 1,000 festival-goers. The ultimate goal is to eventually expand the music fest throughout and beyond downtown. This grant will help offset the many costs involved with this project.

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

This festival is an ongoing annual event. Performers are selected to draw audiences from inside and outside the Aitkin County area. Thanks to the support of Friends of the Arts since 2021, people from all over have taken notice that Aitkin has a growing performing arts scene. In turn, they visit and support local businesses such as restaurants, hotels, campgrounds, shops, gas stations, etc. We've found that all performances on the scale that we've been hosting for the past 3 years are very well-attended and not only indirectly benefit local businesses – they also instill a sense of pride in the local community.

List target audience: All ages, all walks of life. Anyone who enjoys music and performing arts.



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

NOTE: ALL FUNDS RECEIVED FROM THE AITKIN COUNTY BUSINESS DEVELOPMENT & RECREATION GRANT WILL BE APPLIED ONLY TO LOCAL BUSINESSES, THUS KEEPING THE FUNDS WITHIN THE COMMUNITY.

Category	Grant Funds	Applicant Funds	Total
Performers (total)		14,500	14,500
Stage rental	600	600	1,200
Sound Engineers	200	500	500
Stage Banners	150	150	300
Marketing	275	725	1,000
Portable toilets & hand wash stations	400	400	800
Dumpsters, trash cans, waste removal	375	375	750
TOTALS	2,000	17,250	19,050

Contact Signature: Christian McShane

Name Christian McShane Date: May 23, 2024



#16

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

1. Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 or
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Aitkin, MN 56431
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3. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Aitkin Art Walk

Date(s) of Program: Second Saturday every month

Location of Program: The Jaques Art Center

Organization/Community Name: The Jaques Art Center

Person in Charge of Project: Evonne Fairchild – Executive Director

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code): 121 2nd Street NW, Aitkin, Mn 56431

Contact Person's Phone #: 218-927-2363

Contact Person's Email: info@jaquesart.com

Description/focus/purpose of your organization: The Jaques Art Center presents art Exhibits, workshops, seminars and programming in the arts for people of all ages and backgrounds. It is a regional site of art appreciation. The focus of the organization is to collect and publicly present the art of Francis Lee Jaques a world-famous artist – naturalist and his wife, author Florence Page Jaques. The presence of the Jaques Art Center is located in the 1911 Carnegie Library Building in Aitkin, Minnesota maintaining its design integrity while serving its original educational purpose.

FUNDING:

Amount requested from Aitkin County \$ 1,300.00
(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 \$100.00

Total projected budget \$ 1,400.00

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



We would like to start a Summer Months Art Walk – to bring attention to all the art to our artsy town! And help bring them even more revenue! We hope that by perhaps staying open a bit later one Saturday a month for Art Walk Night, this will help keep our tourists happy and the locals happy as well. I truly believe that we can put Aitkin on the map for Arts! Art Walk from 5pm - 9pm Second Saturday of each of the summer months... Focusing on arts in our small community and getting the youth excited about art!

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

We need to advertise much more, and that does cost allot these days. We can advertise in all the local papers and tourist resorts as well. We also need some more modern signs, for example as sandwich boards for our museum but possibly a few more to have people know where we are located around town and point them in the right direction. We need also perhaps some extra tables and chairs high tops for people just coming into the galleries.

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

By providing this fun and exciting Art Walk once a month, I believe that Aitkin will begin to have a renaissance and a re-birth of tourism for everybody. There are a lot of people coming from the cities and all around to experience the lake culture however there is now through the Art Walk a new venue for another more artsy culture as well in the evening during the summer months. We could even offer up a movie in the park, on the park grounds. More artistic films and family friendly. Music on our terrace, more artistic acoustic, family friendly!

List target audience:

Art Enthusiasts, art people, crafty people, children, musicians, elderly , tourists

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



Category	Grant Funds	Applicant Funds	Total
Signs for advertising	300.00		300.00
Advertising in media	300.00		600.00
Tables (high tops)	300.00		900.00
Film machine – projector	400.00		1,300.00
TOTALS	\$1,300.00		

Contact Signature:

Evonne Fairchild

Name Evonne Fairchild Date: 05-29-2024



#21

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

1. Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 or
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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Aitkin Area Chamber of Commerce - Riverboat Days Buttons

Date(s) of Program: August 3, 2024

Location of Program: In and around the city of Aitkin, MN

Organization/Community Name: Aitkin Area Chamber of Commerce

Person in Charge of Project: Stephanie Mollet

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

301 Minnesota Ave N #4, Aitkin, MN 56431

Contact Person's Phone #: 218-927-2316 (O); 218.394.2202 (C)

Contact Person's Email: upnorth@aitkin.com

Description/focus/purpose of your organization:

The Aitkin Area Chamber of Commerce exists to

- 1) attract tourists, permanent, and seasonal residents and businesses to the Area,
- 2) raise awareness of city, county, state, programs, governing/legislative developments that affect the Area,
- 3) enhance public relations through marketing, programs and events, which encourage total community awareness of the Area,
- 4) advance business, professional, educational, church, community health in the Area.

The chamber has 135 members in 2024 and has recently been re-energized with the development of a strategic plan and the recruitment and hiring of new staff to drive the organization's goals.

**FUNDING:**

Amount requested from Aitkin County \$ 2,000
(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 \$1,392

Total projected budget \$ \$3,392

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

Riverboat Days is an annual festival in Aitkin, MN, sponsored by the Aitkin Area Chamber of Commerce. The festival has taken many forms over the years, and the number and type of activities has evolved repeatedly. In 2024, the festival's major events will include a street vendor fair, parade and after-parade party including a kid-friendly play area, food vendors and live music. The theme of the parade and After-Parade Party is Naturally Better, which capitalizes on the Aitkin County marketing efforts to drive investment and tourism in Aitkin County.

Live music has been a part of Riverboat Days in the past, but it has been years since it was offered. The community has expressed an interest in reviving live music and has also indicated that Riverboat Days would be a stronger event if there were more kid- and family-friendly activities. The after-parade party is the answer to both of those requests. Following the afternoon parade, live music will be offered on the historic Showboat Stage, located in the southwest corner of the Aitkin County fairgrounds. The Showboat is a relatively new addition to the Aitkin landscape and has not been widely utilized as a community asset because of two major events. First, the COVID pandemic derailed the early attempts to build excitement around the Showboat, and second, a major storm in the early 2020's damaged the Showboat and made it unsafe for use. The Showboat is being repaired prior to the after-parade party and will then be maintained as another venue for entertainment in the Aitkin community.

Live music in an open-air venue such as the Showboat is difficult to monetize, and the Riverboat Days committee prefers that the entire after-parade party be open to all regardless of the ability to pay. To pay for the live music and kids' activities, the committee is resurrecting the sale of Riverboat Days buttons. The buttons were a fixture of Riverboat Days in the past and were used as entry tickets to a variety of Riverboat Days events. This year, because Riverboat Days will not have any ticketed events, the button sales will be incentivized with a raffle of cash and non-cash prizes. Prizes will be drawn on the Showboat stage during the after-parade party.

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

The after-parade party will keep people at the Riverboat Days festival for a longer period of time. Historically, family activities at Riverboat Days wrapped up with the end of the parade. The event will sustain the Riverboat Days energy for a longer period of time and engage both residents and visitors as they shop, eat and enjoy the ambiance of Aitkin.

The buttons will be sold in and around the Aitkin community starting in early June. Each button will be individually numbered and cost \$5. This application requests funds to help pay for the design, printing, and coordination of sales of 2000 buttons to support the after-parade party expenses. The buttons will be designed and printed by Tidholm Productions at a cost of \$1192. A local youth organization is being solicited to manage and coordinate the sales of the buttons, and for that effort, the committee will pay the youth organization \$2000 of the button sales proceeds. If all buttons are sold, for a total revenue of \$10,000, \$3192 will be disbursed as expenses. All remaining button proceeds (\$6808) will be used to pay for the live music, kids' activities, and other expenses.

Because Riverboat Days buttons have not been offered for many years, their sale is not guaranteed. This grant would help to provide some cushion against poor button sales while at the same time allowing the promotion of a Naturally Better Riverboat Days to continue as planned. A draft of a potential 2024 button design is attached.



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

Summer festivals are a well-known method for introducing visitors to the attractions of a community. The key to providing an effective and powerful festival is to engage people in activities that they enjoy so that they linger, spend their entertainment dollars and fully immerse themselves in the community. The after-parade party is a part of the Riverboat Days' larger plan to draw in and engage visitors and residents with activities such as a car show, parade, street fair and medallion hunt.

Promotion of Riverboat Days is already underway and will include print, radio, social media and the internet. As we reimagine Riverboat Days and its importance to the Aitkin community, the festival will grow in size and impact each year. Each successive year will bring economic advantages to local businesses and promote Aitkin as a place to live, work, play and run a business.

List target audience:

People of all ages who enjoy community activities and engagement will take part in the after-parade party. Children will be entertained by the kids' play area; youth will enjoy the activities geared for their age as well as the youth band that will play as part of the stage entertainment. Adults will enjoy the family-friendly and wholesome environment as they listen to home-grown entertainer Diane Zilverberg who will headline the Showboat stage.

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

Category	Grant Funds	Applicant Funds	Total
Expense: Printing and material of 2000 Aitkin Riverboat Heritage Days buttons by Tidholm Productions	\$1080		\$1080
Expense: Design of Buttons by Tidholm Productions	\$112		\$112
Expense: coordination of sales through various groups (\$1 donated for every button sold)	\$808	\$1192	\$2000
Marketing of Riverboat Days Buttons		\$200	\$200
TOTALS	\$2000	\$1392	\$3392



2024



Contact Signature:

Stephanie Mollet

05/31/2024

Name _____ Date: _____



#24
✓

Application for Aitkin County Business Development & Recreation Grant Program

January 1, 2024 - December 31, 2024

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Aitkin, MN 56431
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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Nistler's Northland Adventures LLC (Advertising)

Date(s) of Program: July 2023-Present (And future)

Location of Program: McGregor, MN (And surrounding area)

Organization/Community Name: Nistler's Northland Adventures LLC

Person in Charge of Project: Eric and Amber Nistler

Organization Mailing Address 380 E 2nd Ave McGregor MN, 55760

Contact Person's Phone #: Eric-(218)-513-8009 or Amber-(218)-391-7920

Contact Person's Email: ericnistler87@yahoo.com or amburnistler@yahoo.com

Description/focus/purpose of your organization: UTV, and snowmobile rental (Tourism and Recreation)

FUNDING:

Amount requested from Aitkin County \$ 2000

(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 \$ 2000

Total projected budget \$ 2500

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

Since we are a new(er) business any funding received would go towards advertising. Such as billboards, banners and social media platforms.



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

We hope to purchase more advertising in the area (such as a billboard spot and more permanent signage for our area.
Also been looking at advertising options on social media platforms like FaceBook.

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

Tourism and recreation are both major factors in commerce in the Aitkin County area. Each year many visitors flock to our
area to enjoy all that the area has to offer, from the pristine lakes to the countless miles of ATV, UTV and snowmobile trails.
We both grew up here and have a passion for this area and want to be a part of making it a thriving hub for tourism via
recreation and family fun!

List target audience:

Anyone in the area, whether that be anyone local or visiting, that has an interest in exploring our area via UTV or snowmobile.

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

Category	Grant Funds	Applicant Funds	Total
Advertising	\$2000	\$500	
TOTALS	\$2000	\$500	\$2500

*These totals could vary a bit based on funding received.

Contact Signature:

Name Eric or Amber Nistler Date: 5/31/2024



AITKIN COUNTY ECONOMIC DEVELOPMENT

Aitkin County Government Center
307 2nd Street NW
Aitkin, MN 56431

Mark Jeffers
Mark.jeffers@co.aitkin.mn.us
Phone: 218-927-7305
Cell: 218-513-6188

THE FOLLOWING APPLICATIONS
WERE NOT RECOMMENDED FOR AWARD.



#10

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

- Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 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. Application deadline is **May 31, 2024**.
- Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Update signs.

Date(s) of Program: Summer 2024

Location of Program: McGregor MN

Organization/Community Name: The Country House of McGregor MN

Person in Charge of Project: Brenda Nistler

Organization Mailing Address (Street Name or P.O. Box or Route and Box # and City and Zip Code): The Country House, 32 Carr Lane,
McGregor MN 55760

Contact Person's Phone #: 218-390-6525

Contact Person's Email: tjenz@msn.com

Description/focus/purpose of your organization: The Country House of McGregor MN has been bringing in and serving tourist in the area for over 40 years. We have over 5 signs that are faded and broken. Updating the signs will attract more customers< tourists, and update the curb appeal of the community.

FUNDING:

Amount requested from Aitkin County \$ 2000.00

(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 \$ 1000.00

Total projected budget \$ 3000.00



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

5 wooden signs need to be washed, sanded, and repainted front and back.

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

The Country House has been serving the community of McGregor MN for 40 years, bringing tourists in year after year. We hope to increase the awareness with new refreshed signs, bringing in more people and money to the area also increasing the curb appeal of the town.

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

Signs are very important to bringing in customers. Our current signs are faded and need updating to bring in new customers. Bringing in new customers to the area helps all the local businesses.

List target audience:

Tourists from all the surrounding lakes. _____

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

Category	Grant Funds	Applicant Funds	Total
Sand and paint front and back of 5 signs.	2000.00	1000.00	3000.00



TOTALS	2000.00	1000.00	3000.00

Contact Signature:

Name Brenda Nyster Date: 3/23/24



#13

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

1. Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 or
by mail to:
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Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
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3. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: TLC Child Care

Date(s) of Program: Sept. 3rd, 2024

Location of Program: Tamarack, MN 55787

Organization/Community Name: Tamarack Learning Center

Person in Charge of Project: Nicole F. Elvidge

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

110 Tingdale St. N. Tamarack, MN 55787

Contact Person's Phone #: 763-232-3836

Contact Person's Email: tlcchildcare1@outlook.com

Description/focus/purpose of your organization:

FUNDING:

Amount requested from Aitkin County

\$ 2,000.00

(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

\$ 4,500.00

Total projected budget

\$ 6,500.00

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

ADVERTISING FUNDS: Purchase a 20' + Steel Base – Permanent Sign w/ Light-up acrylic Insert, Flyers, Brochures & Stickers to promote our new child care center opening in Aitkin County, fall of 2024. Create a web site with Links to all Information necessary. Hold a OPEN HOUSE to promote our Grand Opening.



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

Purchase & Have installed a 20' + Steel Base Sign w/ Light-up acrylic insert, Purchase & have Printed & Distribute Flyers, Brochures & Stickers to promote our new child care center opening in Aitkin County, fall of 2024, Hold an Open House (Date; TBD approx. August 20th, 2024 from 12-4pm) & Supply Coffee, appetizers & soft drinks for Grand Opening.

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

We will provide a valuable & very reliable community service as a quality child care center, also helping the working class in our community with additional employment opportunities, while also offering quality child care for their own children and other working parents/families. We will offer many resources & referrals for Aitkin County residents and surrounding communities.

List target audience:

Local community members, their families & visitors. (As we will also offer "drop-in" care)

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

Category	Grant Funds	Applicant Funds	Total
Acrylic Painted Sign	500	500	1000
Steel Base Mount		500	500
Labor / Install	500	1000	1500
Flyer design, printing & distribution	500	1000	1500
Brochure design, printing & distribution		500	500
Website; Domain purchase & Registration		500	500
Website; Design & Creation / Live promo	500	500	1000
TOTALS	2000	4500	6500

Contact Signature:

Nicole F. Elvidge

Name: Nicole F. Elvidge

Date: 5/24/24_



Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

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by mail to:
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Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Shamrock Shing Ding ~~Ch~~

Date(s) of Program: August 10, 2024

Location of Program: Shamrock Town Hall

Organization/Community Name: Shamrock Township

Person in Charge of Project: Candace Kral

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

49954 Lake Avenue

McGregor, MN 55760

Contact Person's Phone #: (o) 218-426-3736 – (c) 218-429-2205

Contact Person's Email: townofshamrock@shamrocktwp.org

Description/focus/purpose of your organization: Local government

FUNDING:

Amount requested from Aitkin County \$ 1450.00

(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 \$ 1450.00

Total projected budget \$ 2900.00

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

The Shamrock Shing Ding is an annual event held in Shamrock Township, initiated last year with the Veterans Memorial Dedication Ceremony and Park Grand Opening. Due to its success and the positive community response, the township has decided to make it an annual celebration to honor and bring together the town's residents and visitors. Shamrock Township is a



vibrant and growing community, serving resorts, campgrounds, including Savana State Park, that attract returning visitors each year.

This family-oriented event aims to provide a day of fun and entertainment for all ages. Activities will include engaging kids' games, carnival attractions with prizes, live music performances, a craft/vendor show featuring local crafters and businesses, and a variety of food vendors. The Shamrock Shing Ding serves as a significant draw for the area, fostering community spirit and supporting local businesses by attracting both residents and tourists.

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

We aim to create an engaging and memorable community event that fosters togetherness and supports local businesses. By enhancing the Shamrock Shing Ding with diverse activities and entertainment, we hope to attract both residents and tourists, thereby promoting Shamrock Township as a vibrant and welcoming destination.

****Plan:****

1. ****Live Entertainment:**** We will hire local performers to provide musical entertainment, creating a lively atmosphere that appeals to all age groups.
2. ****Kids' Activities:**** We will rent a bouncy house with a slide and a 10-foot inflatable dart game to provide safe and fun activities for children.
3. ****Carnival Games:**** The township will craft a variety of games, including a pop bottle ring toss, sucker pegboard, duck pond, ping pong ball toss, bean bag toss, and cornhole. These games will offer engaging and interactive experiences for attendees.
4. ****Craft and Vendor Show:**** Local crafters and businesses will set up booths between the sidewalk and the maintenance building, and if needed, along the sidewalk on the other side of the playground, showcasing and selling their products.

****Use of Grant Funds:****

- ****Entertainment Costs:**** To cover fees for live music.
- ****Inflatables Rental:**** For the bouncy house with slide and inflatable darts.
- ****Materials and Supplies:**** For constructing and setting up the carnival games and activities – these games will saved and used for future celebrations.
- ****Advertising:**** To promote the event through local newspapers such as the Aitkin Independent Age and Voyageur Press, ensuring broad community awareness and attendance.

By utilizing the grant funds effectively, we will create a well-organized and enjoyable event that highlights the community spirit and attracts visitors to Shamrock Township.

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

The Shamrock Shing Ding is designed to draw visitors to Shamrock Township, thereby benefiting Aitkin County as a whole. The event will attract attendees from both within and outside the county, creating a positive and sustainable economic impact in several ways.

The event will increase tourism by drawing visitors to local attractions such as Savana State Park and nearby resorts. Hosting an engaging and family-friendly celebration encourages attendees to extend their stay, explore the natural beauty of Aitkin County, and utilize local accommodations and services.



Additionally, the craft and vendor show will feature local crafters and businesses, providing them with a platform to showcase and sell their products. This not only supports existing businesses but also stimulates the local economy by encouraging spending within the community.

By establishing the Shamrock Shing Ding as an annual event, we aim to create a tradition that encourages visitors to return year after year. This repeat visitation fosters long-term economic benefits for Aitkin County, as it builds a loyal base of attendees who contribute to the local economy regularly.

Overall, by drawing visitors to Aitkin County and supporting local businesses, the Shamrock Shing Ding will provide a significant and lasting economic impact. The event not only promotes tourism but also strengthens the local economy, fostering a sense of community and sustainability.

List target audience:

Families of all ages; Residents of Shamrock Township; Members of neighboring communities; Cabin owners in the area;

Vacationers visiting local resorts and Savana State Park _____

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

Category	Grant Funds	Applicant Funds	Total
Bouncy House and 10" inflatable Dart	225	225	450
Entertainment	300	300	600
Teen & adult activities – purchase of item or materials needed	250	250	500
Materials to make/build kids games	375	375	750
Advertising	300	300	600
TOTALS	\$1,450.00	\$1,450.00	\$2,900.00

Contact Signature:

Name Candace Kral Date: May 31, 2024



#15

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

1. Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us. subject line: BD&R2024 or
by mail to:
Mark Jeffers
Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
2. Funding recommendations will be considered at the regularly scheduled monthly meeting of the Aitkin County Economic Development Committee. Application deadline is **May 31, 2024**.
3. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Smokey Jake's BBQ Parking Lot

Date(s) of Program: Late June 2024

Location of Program: Old Creamery Lot, Aitkin MN

Organization/Community Name:

Person in Charge of Project: Jake Schanz

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

12 2nd St NW

Aitkin MN, 56431

Contact Person's Phone #: 858-231-3752

Contact Person's Email: Jake@smokeyjakesbbq.com

Description/focus/purpose of your organization: Family Operated BBQ Restaurant

FUNDING:

Amount requested from Aitkin County

\$ 2000 +

(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

\$ 2000 +

Total projected budget

\$

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

We purchased the empty lot that was the location of the Aitkin Creamery from the city of Aitkin. Our project is to convert this lot into parking for our customers and also area residents and employees of neighboring business that wish to rent dedicated spaces. The project will consist of lot cleanup and demolishing the above ground concrete. Installing three levels of retaining block around the



lot area. Bringing in class V gravel to build up the elevation to the top of the retaining block. Installing storm water catch basin, which will need to be connected to the City Storm drain system at the North end of the lot. Install a chain-link fence around the lot. _____

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

We hope to turn this unusable lot into greatly needed parking for our business and customers and others in the area. These funds will help purchase the retaining wall block, gravel, and chain-link fence needed. We will be providing most of the labor ourselves to complete the project.

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


Our business has a great track record for bringing in patrons from all over Minnesota. We have been tracking the location of our customers since Sept 1st, 2023. We have had visitors from 42 states and 10 other countries. One of the biggest challenges we have are limited street parking in front of our building. With better parking, people will be more willing to stay and enjoy area businesses.

List target audience:

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

Category	Grant Funds	Applicant Funds	Total
Retaining Wall Block	\$1000	\$1000	\$2000
Gravel	\$500	\$500	\$1000
Chain-Link Fence	\$500	\$3000	\$3500
Drain Water catch basin		\$10,000	\$10000
TOTALS	\$2000	14,500	16,500

Contact Signature:

Name  Date: 5-30-24



#17

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

1. Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 or
by mail to:
Mark Jeffers
Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
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3. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Drone Equipment Replacement\Upgrade

Date(s) of Program: 01/01/2024 - 01/01/2025

Location of Program: Hill City (Aitkin County)

Organization/Community Name: Cabin Fever Videos

Person in Charge of Project: Brianna Wiley

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

*Cabin Fever Videos
401 Park Avenue
Hill City, MN 55748*

Contact Person's Phone #: (218) 576-3215

Contact Person's Email: bri@cabinfevervideos.com

Description/focus/purpose of your organization: To provide a variety of video services to the central Minnesota area and showcase the beauty of this area.

FUNDING:

Amount requested from Aitkin County

\$ 2,000.00

(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

\$ 350.80

Total projected budget

\$2,350.80

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

We hope to upgrade our almost retired drone, with a slightly larger one that can withstand heavier wind. The new drone would also be fully FAA remote ID compliant, to align with the new requirements that came into effect this past March.



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

The grant funds will be specifically used to upgrade this one specific piece of camera equipment. With these funds this business will stay compliant with FAA and continue to take ariel footage of this beautiful area. This upgrade will allow more business opportunities because of the upgrade, longer battery life (equals more footage), along with less weather restrictions. Cabin Fever Videos is still in its early stages of growing and being accepted for this grant would be impactful for the growth of our business.

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

People are always impressed by our ariel footage in our videos. This footage offers us a view of our community that we don't get to see, and they really love that. While a lot of our business comes from weddings, we are available to meet the other video needs of our community. We make video highlights of our recreational activities in this area, town festivities, ATV events, city upgrades, and much more! We also capture video of the lakes, rivers, trails, and all of the different natural beauty that drives people to the area. See attachment for examples of our work.

List target audience:

Wedding couples, cities, townships, business owners, event organizers, etc.

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

Category	Grant Funds	Applicant Funds	Total
DJI Mavic 3 Pro with DJI RC	2000.00	350.80	2,350.80
TOTALS	2000.00	350.80	2,350.80

Contact Signature:


Name Brianna Wiley

Date: 5/29/2024



#20

Application for Aitkin County Business Development & Recreation Grant Program

January 1, 2024 - December 31, 2024

- Grant requests should be submitted by EMAIL to:
mark.jeffers@co.aitkin.mn.us, subject line: BD&R2024 or
by mail to:
Mark Jeffers
Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name:Outside Dining Area

Date(s) of Program:05/15/2024

Location of Program: Grass area next to building (Bremer-owned land)

Organization/Community Name: Rosallini's

Person in Charge of Project: Curtis Ross

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

119 Minnesota ave N, Aitkin, MN 56431

Contact Person's Phone #:218-820-3969

Contact Person's Email: curtis.ross1982@gmail.com / Rosallinispizza@gmail.com

Description/focus/purpose of your organization: Hometown pizza shop

FUNDING:

Amount requested from Aitkin County \$ 2000

(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 \$ 500

Total projected budget \$ 2500

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

We ordered 7 picnic tables from the local DAC works, including one that is handicap accessible, to add outside dining to our establishment. It will increase our seating capacity and also provide a community space for locals and visitors to enjoy resting. The table and benches cost approximately \$350 each.



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

We are hoping that this new patio area with locally built picnic tables will provide not only a beautiful seating area, but also a new dining area downtown for visitors and locals.

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

It will create a long lasting upscale patio for tourists, locals, and patrons to enjoy. The tables are also using local labor, therefore creating jobs in the community.

List target audience:

Hoping to draw the attention of visitors as they drive through downtown Aitkin as it is located in the middle of downtown on a busy highway before an even busier intersection.

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

Category	Grant Funds	Applicant Funds	Total
TOTALS			

Contact Signature:



Name _____ Date: _____



Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

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Aitkin, MN 56431
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APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: Indoor Menu Signage Update

Date(s) of Program: July 1, 2024- August 15, 2024

Location of Program: McGregor, MN

Organization/Community Name: McGregor Baking Company

Person in Charge of Project: Katie Nelson

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

46360 170th Place

McGregor, MN 55760

Contact Person's Phone #: 218-349-7250

Contact Person's Email: knelson0922@gmail.com

Description/focus/purpose of your organization:

FUNDING:

Amount requested from Aitkin County \$ 2,000.00

(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 \$ 100.00

Total projected budget \$ 2,100.00

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

McGregor Baking Company would like to have the opportunity to update our interior menu on a regular basis. We currently use paper to cover up sandwiches and salads that we are no longer serving. Over the last 6 months we have been monitoring our sales specific to items in order to properly evaluate changes needed on the menu.



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

The goal for the project is to provide a better experience for our staff and customers. Offering additional sandwiches and salads more catered to our audience. The menu will be much easier to read and understand. With the ability to add additional information such as beverages and new items on the board visible for the customers.

Funds will be used to have a graphic designer redesign our current menu. The menu will be the exact same size but rebranded with current McGregor Baking Company logo. We will have funds available to create 3 menus, which will allow us to frequently update the menu when needed. We also will need to update our current order forms which are used internally at MBC.

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

McGregor Baking Company continues to grow and think of innovative ways to provide an excellent culinary experience in Aitkin County where we know it is naturally better! Providing a better experience will help enhance sales which in turn will retain employees and customers.

List target audience:

Target audience is all customers and future customers of McGregor Baking Company.

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

Category	Grant Funds	Applicant Funds	Total
Menu Design Work	\$400.00	\$100.00	\$500.00
Menu Installation	\$100.00		\$100.00
Menu Print x3	\$1,123.50		\$1,123.50
Menu Order Forms	376.50		376.50
TOTALS			\$2,100.00

Contact Signature:

Name *Katie Nelson*

Date 5-31-24



#23

Application for Aitkin County Business Development & Recreation Grant Program January 1, 2024 - December 31, 2024

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by mail to:
Mark Jeffers
Aitkin County Government Center
307 2nd Street NW, Room 316
Aitkin, MN 56431
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3. Committee recommendations will be submitted to the Aitkin County Board of Commissioners for final approval.

APPLICANT INFORMATION

PROGRAM INFORMATION

Project Name: New Signage for the Jacobson Community Center

Date(s) of Program: Summer 2024

Location of Program: 65534 Great River Road

Organization/Community Name: Jacobson Community Center

Person in Charge of Project: Vickie Herman

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

65780 Great River Road

Jacobson, MN 55752

Contact Person's Phone #: 612.280.5125

Contact Person's Email: vickieherman54@gmail.com

Description/focus/purpose of your organization:

The Jacobson Community Center (JCC) has been a gathering place to support the endeavors of Jacobson area residents and surrounding rural areas for more than 100 years. Our goal is to increase organizational membership through brand recognition in order to: continue offering free community services; preserve the historic value and heritage of the building and the community; provide community and visitor engagement through year-round activities and events; keep the central community meeting place operational.

FUNDING:

Amount requested from Aitkin County \$ 2,000
(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 \$ 2,380

Total projected budget \$ 4,380



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

In 2023, the Jacobson Community Center Board of Directors decided to develop a cohesive brand strategy, so community members and visitors recognize, understand and trust who we are, what we stand for, and that we present ourselves in a consistent manner in everything we do. A new JCC sign is a significantly important piece of this branding process. Featuring our newly created JCC logo, the sign will engage locals and attract visitors by promoting community events and activities.

The JCC is located on the Great River Road (Aitkin County Road 10) where we have seen a dramatic increase in traffic. The seven mile stretch of dirt road between Palisade and State Hwy 200 has been surfaced. Work on the Pipeline in our area has been completed. With the finalization of road construction, it has become a well-traveled highway, giving the JCC sign a wonderful opportunity to be highly visible.

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

Creating a branded sign that informs the public is an integral piece of our community engagement and visitor attraction. By establishing a new JCC sign, our goal is to *promote* community events and activities, *attract* visitors to attend, and *engage* our community to participate through attendance and volunteerism.

Grant funds will be used towards purchase of a sign from Eck Designs in Marble, Minnesota. The JCC will match those funds and apply several smaller donations towards the project. Volunteer labor will be used to install the sign at the JCC.

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

As one prong in our cohesive brand, the sign will make the JCC, our community's main gathering place, visible and recognizable to residents, visitors and people passing through. It will welcome and quickly inform all who pass by what is happening in our vibrant community.

Finally, the JCC sign increases the chance of engagement in community activities and membership in our organization. From supporting to attending to volunteering to becoming a member, to perhaps, serving on the board, the sign opens our organization and our community to continued growth and sustainability for the next 100 years.

List target audience: Anyone driving by on the Great River Road or attending an event at the JCC.

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

Category	Grant Funds	Applicant Funds	Total
Dimensional Sign Custom double sided sign approx 4x6-4'x8'	\$ 2,000	\$ 450	\$ 2,450
Aluminum Sign changeable copy track, aluminum & letters		\$ 985	\$ 985
misc. supplies posts and frame		\$ 395	\$ 395
Labor Sign Installation (28-30 total volunteer hrs)		\$ 550 In Kind	\$ 550
TOTALS	\$ 2,000	\$ 2,380	\$ 4,380

Contact Signature:

Name Vickie Herman Date: 5 30 24