

Aitkin County Tourism Grant Advisory Committee
Application for Tourism Development and Promotion Grants
January 1, 2011 - December 31, 2011

DEADLINE Grant requests may be submitted at any time to ACTGAC c/o Ross Wagner, Aitkin County Courthouse, 209 2nd St. N.W., Aitkin, MN 56431. Each will be considered at the next quarterly meeting of the Aitkin County Tourism Grant Advisory Committee following its receipt. Application Deadlines: January 14th, April 29th, July 22nd and November 10th. 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 related events that occur within Aitkin County. Funds shall be targeted towards attracting new, repeat and extended stay tourism visitations to Aitkin County. Events eligible for funding include: community recreational and informational events such as races, rides, tournaments, shows, educational programs, etc.; community celebrations; logistic and materials support for tourism related information booths; radio, newspaper, TV, signage, internet, brochures and other related advertising; printed publications and media promotion. General Criteria for funding annual 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 promoting and to get it off to a good start. Annual events may be considered if the event changes in some significant way or if the event wants to try new advertising/promotion activities to reach a new market. Tourism funds are not intended to be used as an annual subsidy or line item budget amount. Tourism grant funds shall not be used to pay for salaries, awards, prizes or gifts. Maximum grant amount is \$5,000.00 minimum is \$100.00.

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 \$5,000.00)

Amount of your organization's match \$ _____

Total projected budget \$ _____

3. **PROJECT/EVENT DESCRIPTION:** Be concise and complete; attach additional or 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 Aitkin County.

Please list media you intend to use, if any.

List target markets:
Where – geographic areas (s)

List target audience:
Who – type of group or activity

Please estimate what percentage will come from: Your local community and surrounding area: ____

From other communities in Minnesota: ____

From outside of Minnesota: ____

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, a specific budget for ACTGAC Funds is on the last page.

Category	ACTGAC Funds	Local Funds	Total
TOTALS			

Add both columns

NOTE: A written evaluation must be completed and returned to the Aitkin County Tourism Grant Advisory Committee within 30 days of the completion of the project/event to be eligible to receive future funds. Submit to; ACTGAC, c/o Ross Wagner, Aitkin County Courthouse, 209 2nd St NW, 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: _____

