



Board of County Commissioners Agenda Request

3C
Agenda Item #

Requested Meeting Date: February 28, 2017

Title of Item: Aitkin County Tourism and Development Fund Budget

<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: Ross Wagner		Department: Economic Development & Forest Ind
Presenter (Name and Title): Consent		Estimated Time Needed: 10 Minutes
Summary of Issue: Attached is the 2017 Tourism and Development Fund Budget as approved by the Economic Development Committee. The budget is similar to past years with the exception being an increase in the budget from \$12,800.00 to \$15,000.00. The increase in budget is directed to the Promotion and Development area including product development testing by the Natural Resources and Research Institute (NRRI) at UMD and the Grand Prize for the 2017 Walleye Tank program. The NRRI product development is a one time expense to determine if it is feasible to produce Nail Cross Laminate Timber (NCLT) products in Aitkin County. We feel we have the resource and wood products industry base to pursue this.		
Alternatives, Options, Effects on Others/Comments:		
Recommended Action/Motion: Approve 2017 Tourism and Development Budget		
Financial Impact: Is there a cost associated with this request? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No What is the total cost, with tax and shipping? \$ Is this budgeted? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>		

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

Aitkin County Tourism and Development Fund Budget 2017

	<u>2016</u>	<u>2017</u>
Aitkin County Northwood's ATV Trail Total		
• Minnesota ATVentures, Explore MN Edition with 50,000 circulation, 6 monthly ads MN Off Road	\$2,000.00	\$2,000.00
• Out State Advertising, ATV Publications and Websites	\$1,000.00	\$2,000.00
• Tote Bags for GFO & ATVAM Events	\$1,000.00	
• Geo Cache Challenge & Misc.	<u>\$ 500.00</u>	<u>\$ 500.00</u>
○ Total	\$4,500.00	\$4,500.00
Promotion and Development		
• Tourism Promotion & Development Grants	\$4,000.00	\$2,500.00
• Trail Enhancement Grants	\$2,000.00	\$2,000.00
• Northland Connection Re-New Membership		\$1,000.00
• Walleye Tank Grand Prize		\$1,000.00
• NRRRI Product Development	_____	<u>\$1,500.00</u>
○ Total	\$6,000.00	\$8,000.00
County Wide Promotions		
• Promote County as a destination	\$ 500.00	\$ 500.00
• Display Booths at Sports Shows	<u>\$1,800.00</u>	<u>\$2,000.00</u>
○ Total	\$2,300.00	\$2,500.00
TOTAL BUDGET	<u>\$12,800.00</u>	<u>\$15,000.00</u>