



Board of County Commissioners Agenda Request

3A
Agenda Item #

Requested Meeting Date: April 26, 2022

Title of Item: Fiscal Recovery Fund- request of funding- ED Communications Project

<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*
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Submitted by: Mark Jeffers	Department: Administration
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Presenter (Name and Title): Mark Jeffers, Economic Development Coordinator	Estimated Time Needed: 10 minutes
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Summary of Issue:

Economic Development staff, with collaboration and approval by the Economic Development Committee is establishing the creation and execution of a communication project highlighting Aitkin County Tourism and enhancing quality of life attraction.

The purpose of the Economic Development Communications Project is to develop a County marketing strategy to attract workforce, businesses and highlight the quality of life resources of the County.

The scope of this project is to produce an Economic Development Tourism and Recreation Marketing Plan that will establish and execute the County and partner organizations' vision and promote the County's resources of recreation, tourism and quality of life.

Staff requests motion and approval to fund \$45,000 from Fiscal Recovery Funds for the purpose of the Aitkin County Child Care Facilities Grant Program.

Alternatives, Options, Effects on Others/Comments:

Recommended Action/Motion:

Request motion and approval to fund \$45,000 from Fiscal Recovery Funds for the purpose of the Economic Development Communications Project.

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:

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

Aitkin County Fiscal Recovery Funds

Strategic Investment Project

Project Identification: Tourism Recovery- Communication

Funding amount: \$45,000

Project Expenditure Category: 2.11, Negative Economic Impacts, Aid to Tourism, Travel or Hospitality.

Project overview

- *A description of the project that includes an overview of the main activities of the project, the approximate timeline, primary delivery mechanisms and partners, if applicable, intended outcomes and briefly describe the goals of the project:*

Creation and execution of Tourism Communication highlighting Aitkin County Tourism and enhancing quality of life attraction.

The purpose of the Economic Development Tourism and Recreation Marketing Plan is to develop a County marketing strategy to attract workforce, businesses and highlight the quality of life resources of the County.

The scope of this project is to produce an Economic Development Tourism and Recreation Marketing Plan that will establish and execute the County and partner organizations' vision and promote the County's resources of recreation, tourism and quality of life.

- *Identify the dollar amount of the total project spending that is allocated towards evidence-based interventions for each project in the Public Health (EC 1), Negative Economic Impacts (EC 2), Services to Disproportionately Impacted Communities (EC 3), Infrastructure (EC 5) Revenue Replacement (EC 6) and Administrative (EC 7) Expenditure Categories. Attach all quotes, invoices, etc.*

2.11, Negative Economic Impacts, Aid to Tourism, Travel or Hospitality.

Table of Expenses by Expenditure Category

	Category	Funding Requested for Project	Funding Approved for Project
1	Expenditure Category: Public Health		
1.1	COVID-19 Vaccination		
1.2	COVID-19 Testing		
1.3	COVID-19 Contact Tracing		
1.4	Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools, etc.)		
1.5	Personal Protective Equipment		
1.6	Medical Expenses (including Alternative Care Facilities)		
1.7	Capital Investments or Physical Plant Changes to Public Facilities that respond to the COVID-19 public health emergency		
1.8	Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine)		
1.9	Payroll Costs for Public Health, Safety, and Other Public Sector Staff Responding to COVID-19		
1.10	Mental Health Services		
1.11	Substance Use Services		
1.12	Other Public Health Services		
2	Expenditure Category: Negative Economic Impacts		
2.1	Household Assistance: Food Programs		
2.2	Household Assistance: Rent, Mortgage, and Utility Aid		
\$2.3	Household Assistance: Cash Transfers		
2.4	Household Assistance: Internet Access Programs		
2.5	Household Assistance: Eviction Prevention		
2.6	Unemployment Benefits or Cash Assistance to Unemployed Workers		
2.7	Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)		
2.8	Contributions to UI Trust Funds*		
2.9	Small Business Economic Assistance (General)		
2.10	Aid to nonprofit organizations		
2.11	Aid to Tourism, Travel, or Hospitality	\$45,000	
2.12	Aid to Other Impacted Industries		

Category		Funding Requested for Project	Funding Approved for Project
2.13	Other Economic Support		
2.14	Rehiring Public Sector Staff		
3	Expenditure Category: Services to Disproportionately Impacted Communities		
3.1	Education Assistance: Early Learning		
3.2	Education Assistance: Aid to High-Poverty Districts		
3.3	Education Assistance: Academic Services		
3.4	Education Assistance: Social, Emotional, and Mental Health Services		
3.5	Education Assistance: Other		
3.6	Healthy Childhood Environments: Child Care		
3.7	Healthy Childhood Environments: Home Visiting		
3.8	Healthy Childhood Environments: Services to Foster Youth or Families Involved in Child Welfare System		
3.9.	Healthy Childhood Environments: Other		
3.10	Housing Support: Affordable Housing		
3.11	Housing Support: Services for Unhoused persons		
3.12	Housing Support: Other Housing Assistance		
3.13	Social Determinants of Health: Other		
3.14	Social Determinants of Health: Community Health Workers or Benefits Navigators		
3.15	Social Determinants of Health: Lead Remediation		
3.16	Social Determinants of Health: Community Violence Interventions		
4	Expenditure Category: Premium Pay		
4.1	Public Sector Employees		
4.2	Private Sector: Grants to other employers		
5	Expenditure Category: Infrastructure		
5.1	Clean Water: Centralized wastewater treatment		
5.2	Clean Water: Centralized wastewater collection and conveyance		
5.3	Clean Water: Decentralized wastewater		
5.4	Clean Water: Combined sewer overflows		
5.5	Clean Water: Other sewer infrastructure		
5.6	Clean Water: Stormwater		
5.7	Clean Water: Energy conservation		
5.8	Clean Water: Water conservation		
5.9	Clean Water: Nonpoint source		
5.10	Drinking water: Treatment		
5.11	Drinking water: Transmission & distribution		

Category		Funding Requested for Project	Funding Approved for Project
5.12	Drinking water: Transmission & distribution: lead remediation		
5.13	Drinking water: Source		
5.14	Drinking water: Storage		
5.15	Drinking water: Other water infrastructure		
5.16	Broadband: "Last Mile" projects		
5.17	Broadband: Other projects		
6	Expenditure Category: Revenue Replacement		
6.1	Provision of Government Services		
7	Administrative and Other		
7.1	Administrative Expenses		
7.2	Evaluation and data analysis		
7.3	Transfers to Other Units of Government		
7.4	Transfers to Nonentitlement Units (States and Territories only)		

Signature of Applicant; _____

Date; 4/14/22

Reviewed by Economic Development Coordinator;

Signature; _____

Date; 4/14/22

Approval by County Administrator;

Signature; _____

Date; 4/14/22

(Approval by County Administrator allows request to be presented to the Board of Commissioners for final approval.)