



## **REQUEST FOR COUNCIL ACTION**

**AGENDA DATE:** October 11, 2021

**AGENDA ITEM:** Consider a letter of support for Visit Grand Rapids

**PREPARED BY:** Tom Pagel

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### **BACKGROUND:**

Visit Grand Rapids (VGR) is submitting a grant to the ARPA Tourism NOFO grant program to conduct a year-long Itasca County trails study. This study will identify trail locations, demographic data of trail users and economic impact of trail use. Once information is gathered there will be a strategic planning process, that will create an Itasca County Outdoor Recreation Tourism Strategy. In addition, a multi-level interactive trail map, uniform signage/kiosks, and marketing/promotion campaign will be executed to attract new outdoor recreation visitors to Itasca County.

VGR is Requesting \$400,000 from the grant program which would require a \$100,000 local match. They are requesting a \$20,000 commitment from the City.

### **REQUESTED COUNCIL ACTION:**

Make a motion to approve the attached letter of support for VGR and commit \$20,000 contingent upon securing the ARPA Tourism NOFO grant.