

Visit Cook County
Promoting Beyond Our Borders



Communities

Lutsen-Tofte-Schroeder
(LTTA)



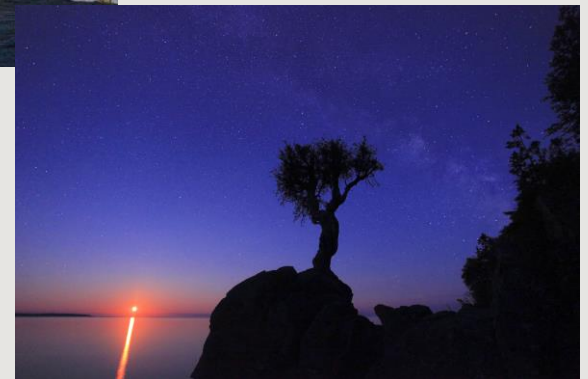
Gunflint Trail (GTA)



Grand Marais (GMATA)



Grand Portage (GP)



Attributes & Highlights

Visit Cook County MN is the communities of Lutsen-Tofte-Schroeder (LTTA), Grand Marais (GMATA), Gunflint Trail (GTA), and Grand Portage (GP).



Largest Ski Resort in the Midwest: Lutsen Mountains



America's Coolest Small Town: Grand Marais



Tallest Waterfall in MN: High Falls at Grand Portage State Park



Largest XC Trail System in North America: Over 400KM groomed cross-country trails

Attributes & Highlights...cont.



Highest Density of Moose:
In Cook County, there are almost more Moose than year-round residents.



Most BWCAW Entry Points:
Of the 87 entry points in the the BWCA, 43 are located in Cook County MN.



3rd Largest Arts Economy in MN: North House Folk School & Grand Marais Art Colony. Galleries. Artisans.



Highest Point & Lowest Point in MN:
Highest: Eagle Mountain at 2,301 ft
Lowest: Lake Superior

And the list goes on....

A faint, light blue background graphic on the left side of the slide. It consists of a large gear-like shape with a compass rose or star-like pattern inside it, pointing towards the top right.

Specific Goals

Maintaining Individual Areas' Identity

Visit Cook County continues to work to strengthen each individual area brand while creating a Cook County brand of its own.



LUTSEN • TOFTE
SCHROEDER

GRAND MARAIS

GUNFLINT TRAIL

GRAND PORTAGE

Marketing Dollars

With combined lodging tax dollars and marketing efforts we can hire outside marketing and media relations firms and leverage more marketing power.

Individual Tourism Associations

Visit Cook County administration seeks input on the seasonal marketing focus and helps identify the best utilization of the 1% event budget.

History

The history of deliberately marketing the Arrowhead region as a tourism destination began with the Arrowhead Tourism Association in 1924.

1936

Gunflint Trail Tourism Association formed.

1993

Lutsen Tofte Tourism Association formed.

1993-94

Grand Marais Chamber of Commerce/Visitor Center Board was formed.

2000

Grand Marais Area Tourism Association (GMATA) incorporated. The functions of the Chamber of Commerce and GMATA were delineated.

1998

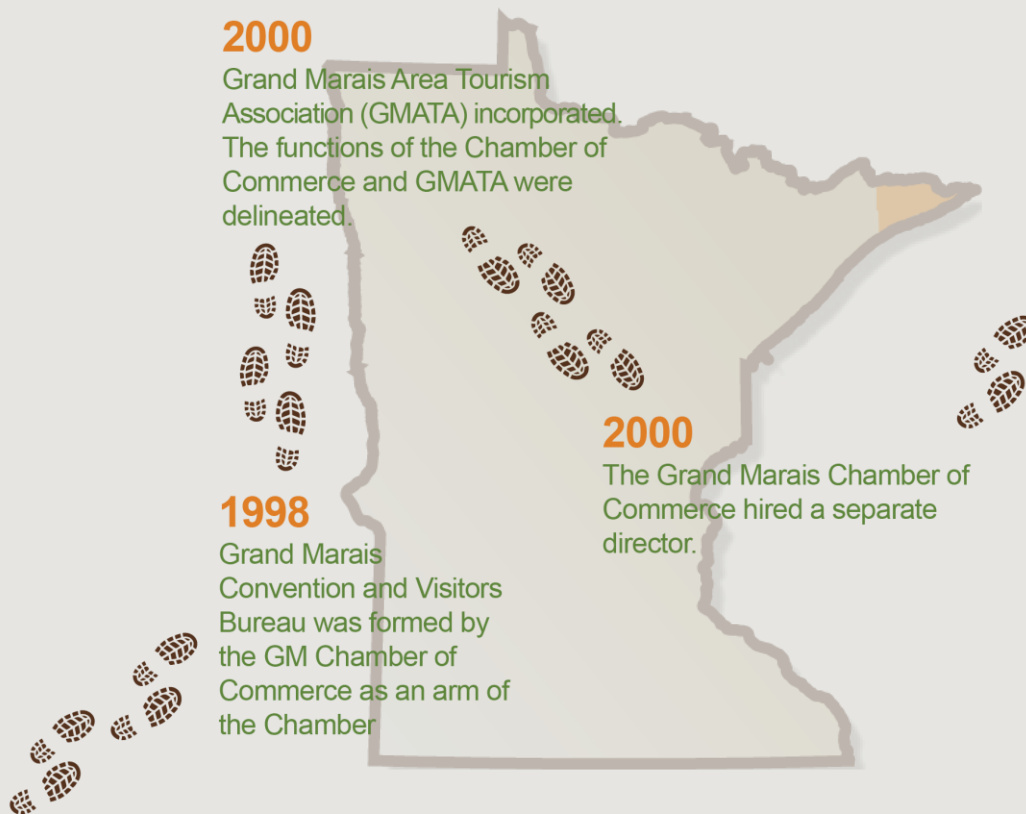
Grand Marais Convention and Visitors Bureau was formed by the GM Chamber of Commerce as an arm of the Chamber

2000

The Grand Marais Chamber of Commerce hired a separate director.

June 2007

CCEVB (Cook County Events and Visitors Bureau) formed with implementation of a 1% addition to lodging tax collection and 1 – 3 % the recreation tax statute. The current tourism associations assigned a seat(s) on CCEVB Board, to coincide with the amount of tax revenue collected. Lutsen Mountains voluntarily collected a maximum 3% recreation tax and the Grand Portage band was invited to contribute and participate.



March of 2010

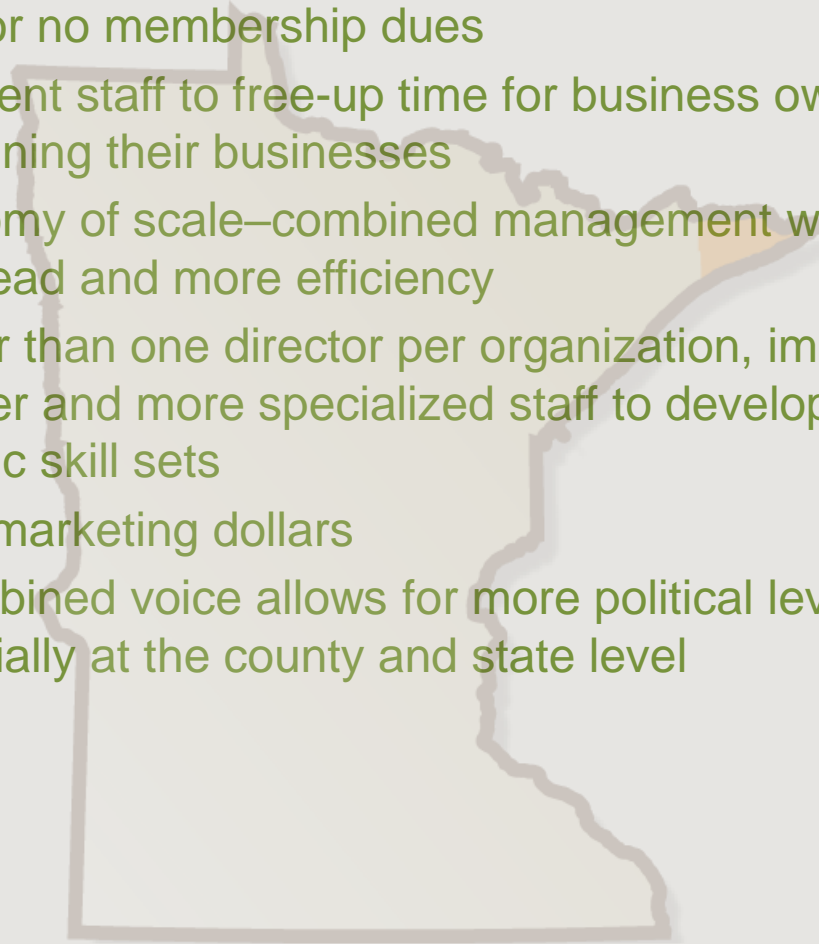
Gunflint Trail Association, Lutsen Tofte Tourism Association, Lutsen Mountains Corp., Grand Marais Area Tourism Association, CCEVB and Grand Portage combined efforts to create combined management team for to represent each individual tourism group. Board representatives were appointed and the new group worked on the details regarding staffing and business location. The existing staff was asked to interview for positions and hiring offers were made with the new organization – **Visit Cook County.**





The following reasons were identified as key:

- Less or no membership dues
- Sufficient staff to free-up time for business owners to focus on running their businesses
- Economy of scale—combined management with decreased overhead and more efficiency
- Rather than one director per organization, implementation of a larger and more specialized staff to develop and focus on specific skill sets
- More marketing dollars
- A combined voice allows for more political leverage especially at the county and state level

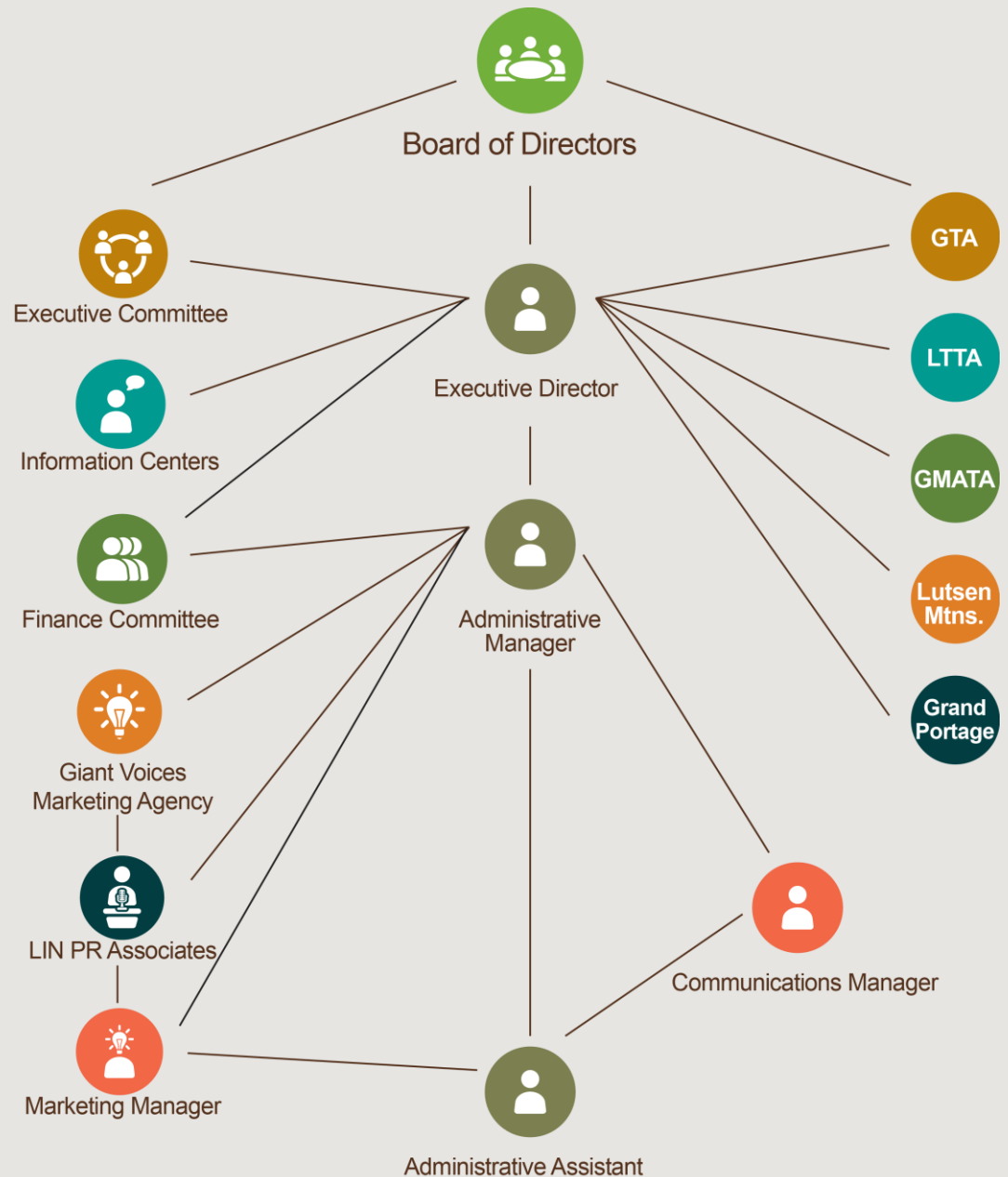


Visit Cook County Organizational Structure





Organizational Structure/ Board





**2019-20
Board of
Directors
& Area of
Representation**

Dave Seaton, Board Chair, GTA

Jennifer Kennedy, Vice Chair, GMATA

Dennis Rysdahl, LTТА, Past Chair

Nancy Burns, LTТА, Secretary

Charles Skinner, LMC, Treasurer

Brian Sherburne, Grand Portage

John Fredrickson, GTA

Jim Vick, LTТА

Thom McAleer, LTТА

Emily Haussner, LTТА

Mike Larson, LTТА

Dave Tersteeg, GMATA

Beth Kennedy, GMATA



Visit
Cook County
Staff

Linda Kratt, Executive Director

Molly O'Neill, Administrative Manager

Maggie Barnard, Communications Manager

Kjersti Vick, Marketing Manager

Lily Nelson-Pedersen, Events Resource Coord.

Carah Thomas, Information Center Manager

Carolyn Higgins, Information Center-GM

Dan Helmerson, Information Center-GM

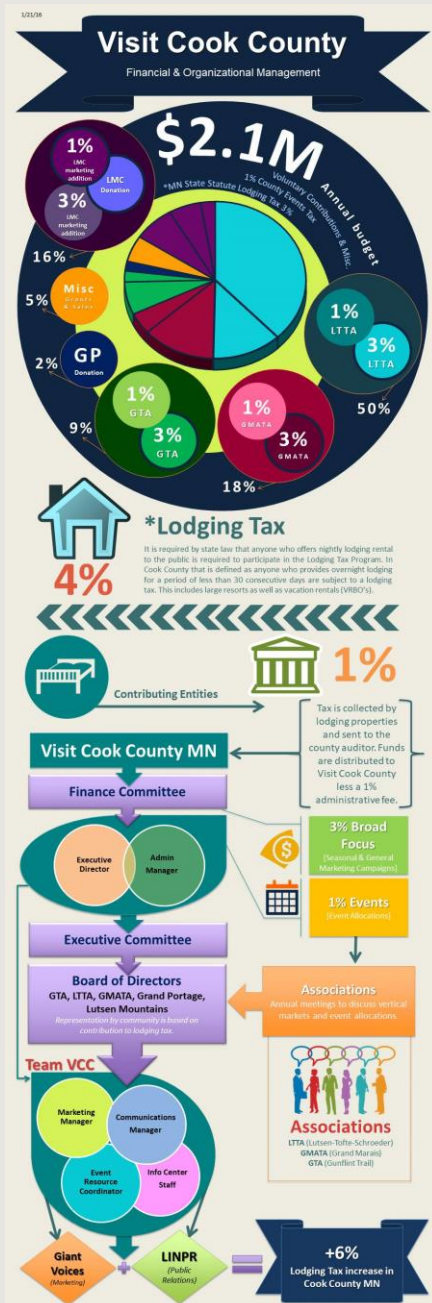
Chris Powell, Information Center-GM

Aaron Carlson, Information Center-GM

Bill Wehesler, Information Center-Tofte

Lodging Tax





Lodging Tax

Lodging businesses itemize the 1% event tax from the 3% lodging tax

- The 1% is paid directly to the County, who in turn pays Visit Cook County
- Businesses may pay monthly, quarterly, or annually
- Businesses are held accountable and lodging tax amounts can be approximated/verified by sales tax paid

Each association (per their Bylaws) has the discretion to distribute the 3%. The County holds a 1% administrative fee for handling the disbursements. The Executive Director is required to report annually to the County Commissioners regarding the use of the 1% event portion of the tax.

Cook County Chamber of Commerce

- Advocacy
- Public policy
- Economic development
- Networking
- Talent development



A Strong Cook
County Economy

Visit Cook County

- Tourism marketing
- Brand awareness
- Social media
- Public relations
- Advertising
- Event promotion
- Visitor Information Centers



Events

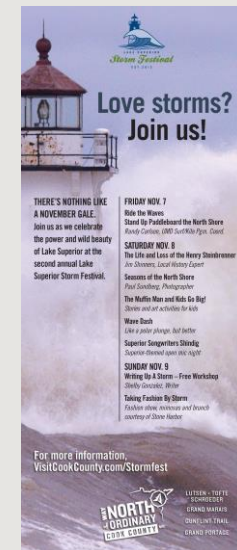
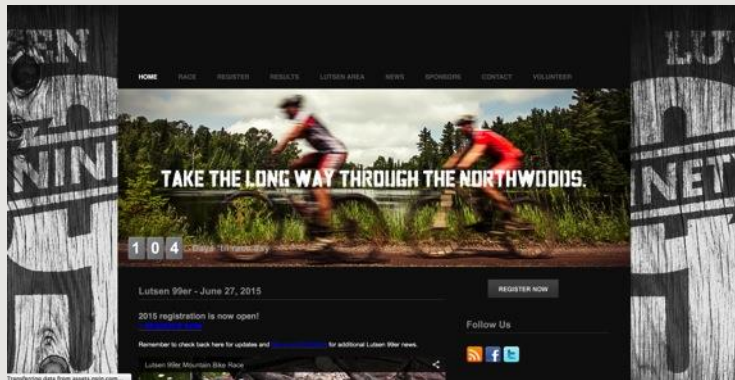


Events

- The events budget is 1% of the 4% lodging tax collection
 - Lutsen Mountains and Grand Portage voluntarily contribute additional funds
- This 1% tax statute provides flexibility for funding tourism initiatives that are not marketing related such as events and activities that enhance visitor experiences
- VCC works in collaboration with event stakeholders to produce events as our staffing capacity is small

Events

- Some events are only funded by the association that hosts the event:
 - Lutsen 99er is funded by Lutsen Mountains and LTТА
 - Boundary Waters Expo is funded by GTA
 - Moose Madness is funded by GMATA
- Grand Marais is the community with the most event and festival identity. The GMATA board offers, by annual application process, \$13,000 in marketing grants to non-profit organizations
- Some events have allocations from each board (example: The Lake Superior Storm Festival)



Events

- Some events bolster our greater marketing initiatives.

May 22 - 24, 2015

art along the Lake

Experience the vibrant art scene nestled by the blue waters of Lake Superior. Visit Galleries, meet artists, and engage your creative spirit.



Dogsledding
Go for a ride or cheer them on.
One of the many adventures
awaiting you in Cook County, MN.

Upcoming Dogsled Races:

- Gunflint Mail Run | January 3 & 4
- John Beargrease Sled Dog Marathon | January 25-28
- Mush for a Cure | March 6 & 7

For more information,
VisitCookCounty.com/Dogsled

VISIT COOK COUNTY MINNESOTA
LUTSEN • TOFT • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

Find the full weekend schedule at
www.visitcookcounty.com/arts

Painting by Dave Gilvick

VISIT COOK COUNTY MINNESOTA



Ride Minnesota's Mountains

Singletrack in the Sawtooth Mountains. Backroad adventures. Gentle family rides along the Lake Superior shore. Your perfect ride awaits in Cook County, MN.

Upcoming Bike Events

Lutsen 99er June 27, 2015 19, 39 & 99 mile bike race Post-race party with <i>donutFloor</i> at Papa Charlie's	Lutsen Micro 9er June 28, 2015 Kids bike race
---	--

Get trail maps and event details at
VisitCookCounty.com/bike
#visitcc

LUTSEN • TOFT • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

VISIT COOK COUNTY MINNESOTA



Where great lake meets great events

Fall Festivals

3 festivals...46 musicians...51 painters...
infinite inspiration.

Radio Waves
September 11-13

Plein Air Festival
September 11-October 4

Unplugged and Mountain Stage
September 17-19

2015 Winner
Grand Marais, MN

VisitCookCounty.com/calendar
#visitcc

Download our App from the AppStore and Google Play

LUTSEN • TOFT • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

Events

- Some events bolster seasonal events



Limited-time offer.

Waterfall season is fleeting — yet unforgettable. Behold High Falls and other natural wonders in Cook County, Minnesota. Come revel in the raw power of the North Shore.

VisitCookCounty.com/Waterfalls
#visitcc

THE NORTH ORDINARY
COOK COUNTY

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

HAVE YOU EVER BEEN
TO LUTSEN • TOFTE • SCHROEDER — GRAND MARAIS
— THE GUNFLINT TRAIL — GRAND PORTAGE?

Show us your Nice Ice Photo! Show us your best ice shot taken in Cook County, MN. Your photo could be the featured Visit Cook County MN Fan Photo of the Month!

#DoNorthMN

LIKE US TO GET STARTED!
VISIT COOK COUNTY MN PHOTO CONTEST

VISIT COOK COUNTY
MINNESOTA

VISIT COOK COUNTY
MINNESOTA

Where fall colors meet big storms

COOLEST SMALL TOWN IN AMERICA
2015 Winner
Grand Marais, MN

Save the Dates for our Late Fall Festivals

Moose Madness & Sawtooth Challenge
October 16 - 18

Storm Festival & North Shore Readers & Writers Festival
November 6 - 8

Download our App from the App Store and Google Play

VisitCookCounty.com/calendar

#visitcc

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

**Marketing-
It's What We Do Best!**



Our Marketing Partners



Giant Voices



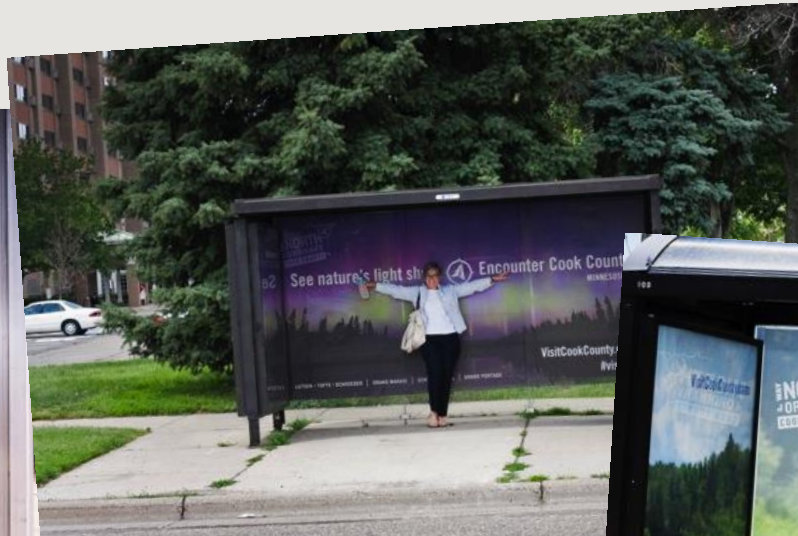
Seasonal Marketing

Print Ad Series



Marketing

Transit Shelter Takeovers



Marketing Excellence Award

Marketing

Digital Billboards



Marketing

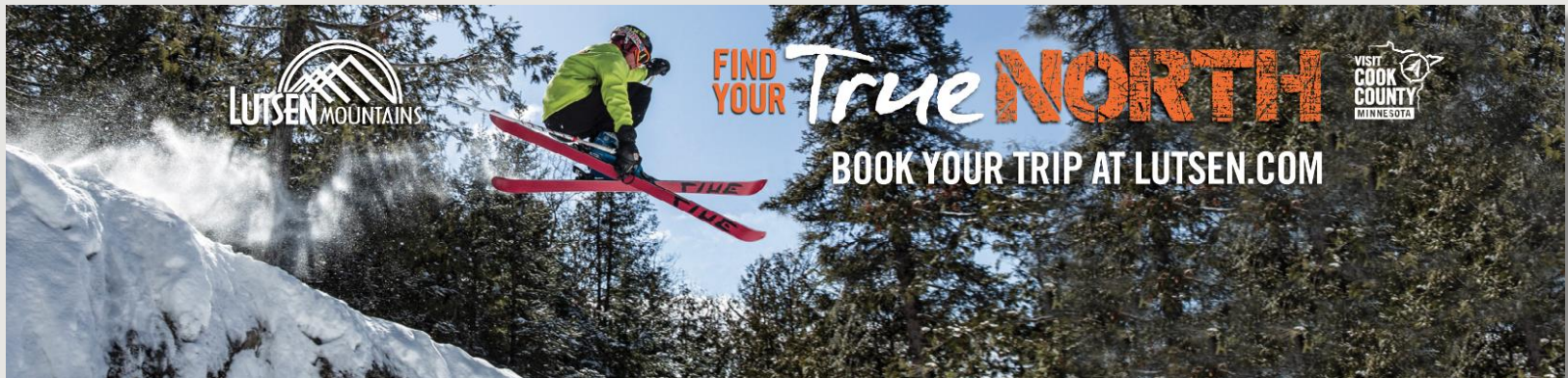
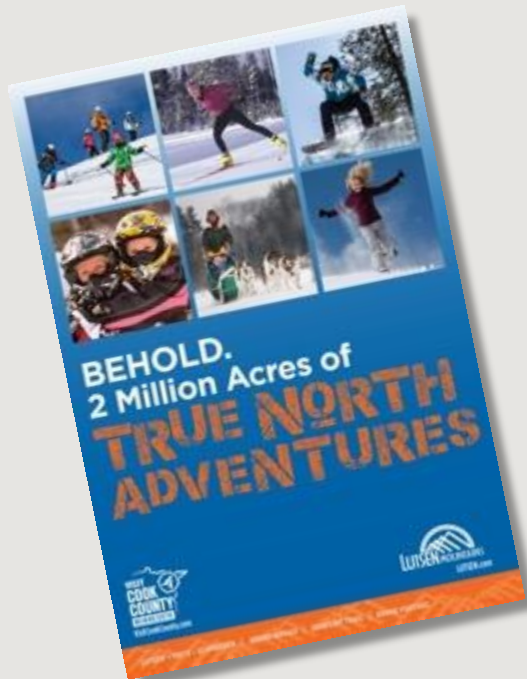
Bus Wraps



Partnerships

Creative Execution

Lutsen Mountains



Social Media

#donorthmn

Facebook

- @VisitCookCountyMN
- @GrandMaraisMN
- @Lutsen-Tofte
- @GunflintTrailAssociation

Twitter

- @CookCoVisitor
- @GrandMaraisMN
- @Lutsen_Tofte

Instagram

- @DoNorthMN

YouTube

- @visitcookcounty

