



DATE: September 11, 2023

TO: Honorable Mayor and City Councilmembers

FROM: Dave Perrault, City Administrator

SUBJECT: Acknowledgement of Twin Cities Gateway Grant Funds

Budgeted Amount:	Actual Amount:	Funding Source:
N/A	\$15,830	Twin Cities Gateway

Council Should Consider

Motions to approve, table, or deny the following:

- Acknowledgement of Twin Cities Gateway Grant Funds being used to support Bethel University and Ribfest marketing activities

Discussion

The City of Arden Hills is a member of the Twin Cities Gateway (TCG) Visitors Bureau. As a member, the City facilitates a pass-thru lodging tax on hotel receipts in the City. These lodging receipts fund marketing activities in the area administered by TCG. As part of the organization, the City also receives an annual grant based on receipts from TCG, which must be spent on marketing activities to draw in visitors from outside the city. This year, the City’s grant amount is \$15,830; the City Council previously discussed how to use the funds at a worksession and directed Staff to work with both Bethel University and the organizers of the upcoming Ribfest. The direction was to split the funds 50:50 between the two organizations.

Following the worksession direction, City Staff contacted both organizations and requested they work with TCG to develop a plan that would meet the grant guidelines. Both organizations worked with TCG and received approval that their plans fit the grant guidelines. A brief summary of each plan is below.

- Bethel University: used for marketing activities related to homecoming and family weekend, will include both print and digital marketing products.
- Ribfest: used for marketing activities related to its September 16th Ribfest event, will include print, digital, and radio marketing.

Budget Impact

The grant from TCG is a pass-thru grant and will not have an effect on the City’s budget.

Attachment

N/A