



Mission: The mission of Visit Cook County is to enhance and grow a sustainable tourism economy in Cook County, MN.
Vision: Visit Cook County provides solutions to tourism and visitor related interests of the region.

Lutsen Tofte Tourism Association **Music Reimbursement Program**

This program is for the Lutsen Tofte Tourism Association to increase and support live music in the west end of the county. The program is for active stakeholders of Visit Cook County in the Lutsen Tofte Tourism Association Tax District.

A stakeholder is defined as:

- a. *An entity that opts in to marketing through Visit Cook County*
- b. *An entity that collects lodging tax in Cook County, MN*

Other eligibility requirements:

- *Open to the general public (non-ticketed event)*
 - *Tourism related/promoted*
 - *Venue must be a food/beverage property*
 - *Event submitted to Visit Cook County*
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- Program valid 5/1/25 – 4/30/26 (Visit Cook County's fiscal year)
 - A total of \$90,000 has been allocated to this program.
 - Eligible entities reimbursed 50% of payment to musician or band based off the price points of \$250 Solo and \$350 for a Band/Group.
 - In order to be an eligible music performance, stakeholder seeking reimbursement must have submitted event to the Visit Cook County events calendar.

In order to receive a reimbursement, please submit an invoice on a monthly basis and no later than 5/15/2026

to audrey@visitcookcounty.com and billing@visitcookcounty.com

SEE THE NEXT PAGE FOR INVOICE TEMPLATE

