



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 aims to support and enhance live music in the west end of the county, specifically for the active stakeholders of Visit Cook County within 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 5/1/26 – 4/30/27 (Visit Cook County's fiscal year)
 - A total of \$90,000 has been allocated to this program.
 - Eligible entities reimbursed 50% of the payment to the musician or band based on the price points of \$250 Solo and \$350 for a Band/Group.
 - To be an eligible music performance, a stakeholder seeking reimbursement must have submitted the 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 5/15/2027
to audrey@visitcookcounty.com and billing@visitcookcounty.com
SEE THE NEXT PAGE FOR INVOICE TEMPLATE

