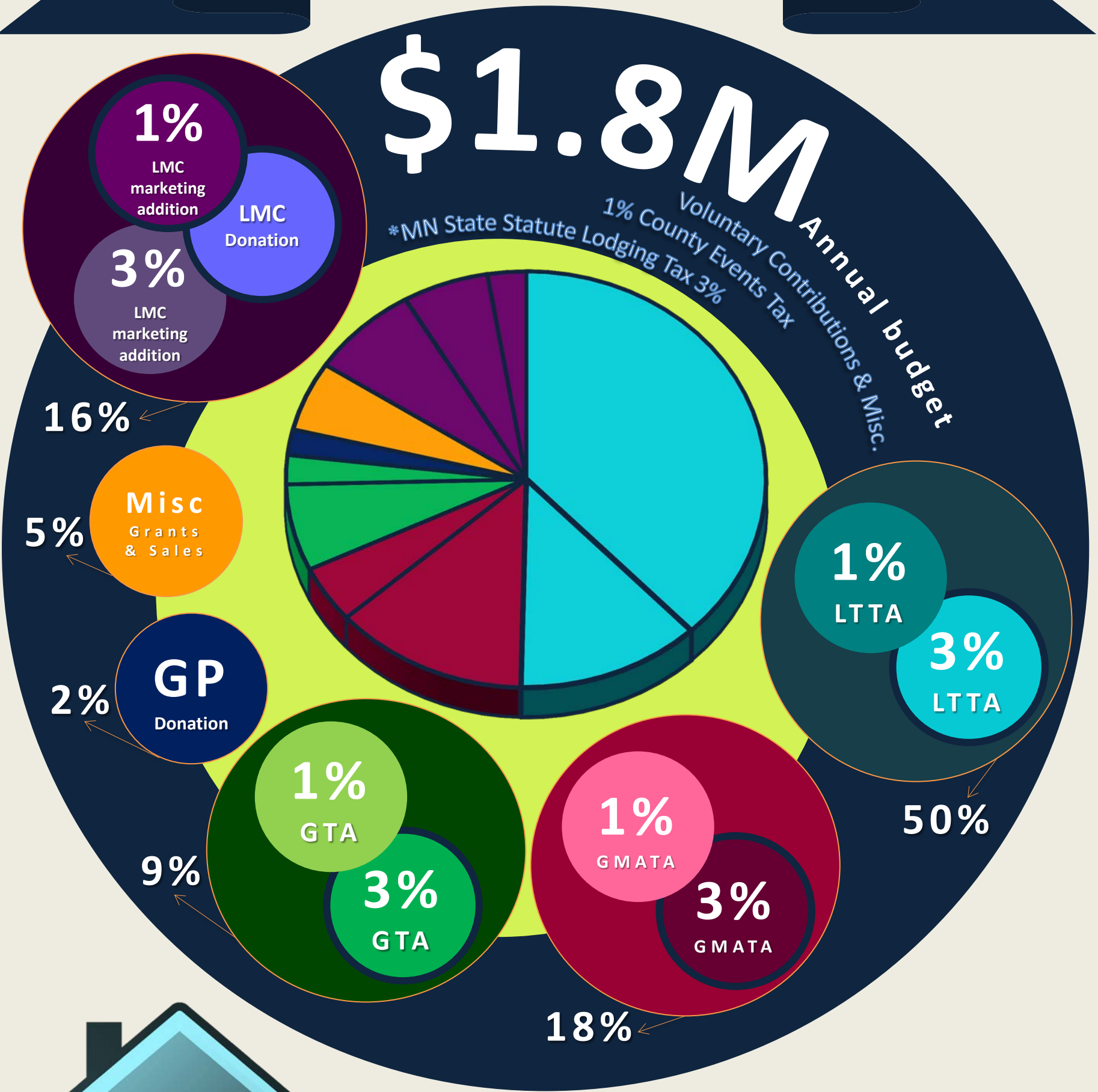


# Visit Cook County

Financial & Organizational Management



**4%**

## \*Lodging Tax

It is required by state law that anyone who offers nightly lodging rental to the public is required to participate in the Lodging Tax Program. In Cook County that is defined as anyone who provides overnight lodging for a period of less than 30 consecutive days are subject to a lodging tax. This includes large resorts as well as vacation rentals (VRBO's).



**118**

Contributing Entities

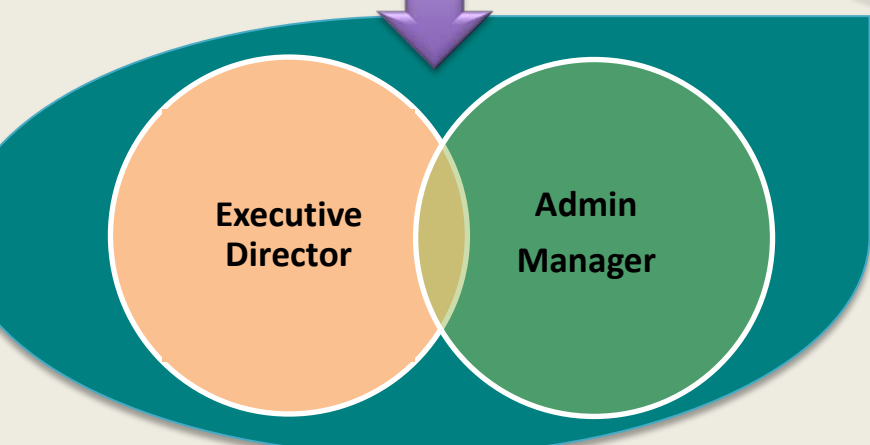


**1%**

Tax is collected by lodging properties and sent to the county auditor. Funds are distributed to Visit Cook County less a 1% administrative fee.

## Visit Cook County MN

### Finance Committee



### Executive Committee

### Board of Directors

GTA, LTTA, GMATA, Grand Portage, Lutsen Mountains

*Representation by community is based on contribution to lodging tax.*

### Team VCC



**Giant Voices**  
(Marketing)

**LINPR**  
(Public Relations)

**+9%**  
Lodging Tax increase in Cook County MN

**3% Broad Focus**  
[Seasonal & General Marketing Campaigns]

**1% Events**  
[Event Allocations]

**Associations**  
Annual meetings to discuss vertical markets and event allocations.

**Associations**  
LTTA (Lutsen-Tofte-Schroeder)  
GMATA (Grand Marais)  
GTA (Gunflint Trail)