



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

411 West First Street, Duluth, Minnesota 55802
218-730-5230 | www.duluthmn.gov | Emily Larson, Mayor

For more information contact Pakou Ly, Public Information Coordinator 218-730-5309

DATE: 8/27/2018

SUBJECT: Duluth Tourism Tax Allocation Applications Due September 24

BY: Pakou Ly, Communications Office

Duluth Tourism Tax Allocation Applications Due September 24

[Duluth, MN] – Last year, Mayor Emily Larson implemented a new process for allocating tourism tax dollars that focused on increasing transparency, and gain a better understanding of the impact that tourism tax has on our local economy. The Mayor set out a process whereby previous recipients were asked to answer a series of questions and to apply for funding. Prior allocations involved a series of closed conversations that yielded a slate of recommendations without benchmarking performance, financial investment or gauging of visitor numbers and impact.

“Duluth has a robust tourism industry. The 6.7 million annual visitors to Duluth rely on us to help ensure a vibrant, safe and memorable experience. In turn, they help to activate our community year-round and give us reason to take additional pride in who we are and what we have to offer. Last year was our first year reassessing tourism tax dollars and doing it in a way that was clear and transparent to the community. We are continuing under that same principle this year and are asking the 2018 recipients to help us better tell the narrative of Duluth’s tourism industry and demonstrate the impact of tourism tax dollars for visitors, area residents and the local economy,” said Mayor Larson.

Tourism tax recipients from 2018 will be asked to complete both the “2019 Tourism Tax Allocation Request” and a “2018 Tourism Tax Allocation Report” by September 24, 2018. The 2018 reports will be made public once they are compiled.

Applications are available through Bronwyn Lipinski in the Mayor’s Office at blipinski@duluthmn.gov or by phone at (218) 730-5230.

###