Visit Cook County
Financial & Organizational Management

Finance Committee
- Executive Director
- Admin Manager

Executive Committee
- Board of Directors
  - GTA, LTTA, GMATA, Grand Portage, Lutsen Mountains

Team VCC
- Marketing Manager
- Communications Manager
- Event Resource Manager
- Info Center Staff

Visit Cook County MN

Contributing Entities: 118

*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).

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

- 1% Events
- 3% Broad Focus (Seasonal & General Marketing Campaigns)
- 1% Lodging Tax increase in Cook County MN

- LTTA (Lutsen-Tofte-Schroeder)
- GMMA (Grand Marais)
- GTA (Grand Portage Trail)

Visit Cook County MN

LINPR (Public Relations)
Giant Voices (Marketing)

Lodging Tax

Visit Cook County MN

1% Events
1% LTTA
3% GMATA
1% GTA
1% LTTA
3% GMATA
2% GTA
9% Misc
5% GMATA
3% GTA
16% GTA
2% GTA
3% GTA
18% GTA
50% GTA

1% Events

Visit Cook County MN

+9% Lodging Tax increase in Cook County MN