



Environment and Natural Resources Trust Fund

M.L. 2026 Draft Work Plan

General Information

ID Number: 2026-254

Staff Lead: Noah Fribley

Date this document submitted to LCCMR: December 2, 2025

Project Title: Sharing Minnesota's Greatest Environmental Investment Phase II

Project Budget: \$623,000

Project Manager Information

Name: Joy Hobbs

Organization: Science Museum of Minnesota

Office Telephone: (651) 433-5953

Email: jramstack@smm.org

Web Address: <https://www.smm.org/>

Project Reporting

Reporting Schedule: April 1 / October 1 of each year.

Project Completion: June 30, 2029

Final Report Due Date: August 14, 2029

Legal Information

Legal Citation:

Appropriation Language:

Appropriation End Date: June 30, 2029

Narrative

Project Summary: This project will continue the Science Museum of Minnesota’s work to communicate the stories of LCCMR/ENRTF-funded work to a public audience through an online story map and video content.

Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.

According to the LCCMR website, “since 1991, the ENRTF has provided approximately \$1.1 billion to over 1,700 projects around the state.” Although project summaries and final reports are available online, the extensive body of work that the Commission has funded through the ENRTF for decades remains largely unknown to most citizens of Minnesota.

In our first round of funding, we are finding that ENRTF project managers are eager to engage with us to bring their findings to a public audience. The large body of work funded by the ENRTF over the years means that there are many more stories we would like to tell, and we view the story map as a living piece of work that should be kept current as project managers build on their projects and have new findings to share. In addition, we often find that project managers have more information to share than we can fit into our current format.

Investing in the dissemination of the stories of the ENRTF to public audiences will garner greater interest and investment in the work and mission of the LCCMR to protect, conserve, preserve, and enhance Minnesota’s air, water, land, fish, wildlife, and other natural resources.

What is your proposed solution to the problem or opportunity discussed above? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & Milestones.

We propose to use the Science Museum of Minnesota’s (SMM) expertise in communicating science to public audiences to continue telling the stories of LCCMR/ENRTF-funded projects.

The goal of this work is to make the work funded by the LCCMR accessible to the public in a way that is central and easily digestible. We aim to generate a feeling of pride for making this commitment to the state’s future and illustrate that these projects have long-lasting, ripple effects.

The primary deliverables for our original proposal are an online interactive story map, which will contain 100 stories of ENRTF projects, as well as short films, where we tell project stories in greater detail. We have been reaching out to ENRTF project managers throughout the state, and telling the stories from projects ranging from wolf ecology to harmful algal blooms to environmental education. Here, we propose to add stories to the story map and create additional films in a variety of formats for different audiences. Although the story map will not be publicly available until the end of our first grant (spring 2026), we invite you to watch our first round of films, currently available at <https://new.smm.org/lccmr-stories>

What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state’s natural resources?

This work is broad in scope and addresses concerns from all of the current funding priorities. This project is making the large body of work funded by the LCCMR/ENRTF accessible to the public in a central and easily digestible way. These stories will instill Minnesotans with a sense of pride in the investment that is being made in the state’s environment and natural resources. We will showcase the impact that public money has had, and leave public audiences with an appreciation for the integral role that the LCCMR and ENRTF have played in conserving, protecting, and enhancing Minnesota’s resources.

Project Location

What is the best scale for describing where your work will take place?

Statewide

What is the best scale to describe the area impacted by your work?

Statewide

When will the work impact occur?

During the Project and In the Future

Activities and Milestones

Activity 1: Online story map addition and enhancement.

Activity Budget: \$250,794

Activity Description:

One of the deliverables from our original grant is a free online interactive map (story map); this map will be available for public viewing in the Spring of 2026 on the Science Museum of Minnesota's website. The story map will contain 100 stories of ENRTF projects told through a summary of interesting findings and photos.

Here, we propose to add an additional 65 stories to the story map, and enhance 25 of the existing stories. For the 65 new stories, we will follow our established methodology of reaching out to project managers to hear about interesting findings and share photos. In addition, we will expand on 25 of our original story map pages that have had compelling project updates since we first created them.

In addition, we will work on expanded map functionality based on user feedback.

Activity Milestones:

| Description | Approximate Completion Date |
|--|-----------------------------|
| Reach out to project managers to gather updates for 25 of the existing stories. | June 30, 2027 |
| Selection of the first 35 new stories, begin reaching out to project managers and writing. | June 30, 2027 |
| Twenty-five updates added to the Story Map. | December 31, 2027 |
| Select the next 30 new stories, reach out to project managers, and continue writing. | June 30, 2028 |
| All 65 of the new stories added to the story map. | June 30, 2029 |
| Expanded story map functionality based on user feedback. | June 30, 2029 |

Activity 2: Films to tell the stories of ENRTF projects in greater detail.

Activity Budget: \$334,017

Activity Description:

A subset of projects will have their stories told in a short film format. The first round of films from our current grant can be viewed at (<https://new.smm.org/lccmr-stories>). As with our previous project, we will work in collaboration with a Minnesota filmmaker and will continue with the same overall tone and approach to keep continuity with the entire body of work. We will create the budgetary equivalent of seven films of 5-6 minutes in duration, leaving the option of a larger number of films of shorter duration, if that is the best fit for telling the stories (especially given the need for shorter clips for social media); we will collaborate with the filmmaker to make this determination. The films will be housed on the story map, and available as stand-alone products.

SMM project leaders will work with the filmmaker to prescreen interview subjects, ensuring they have time to devote to filming and photo assets to share. We will travel to the location of the project manager to interview and film them in a lab, office, and/or field setting. We will learn more about their project and the importance of the ENRTF to their work.

Activity Milestones:

| Description | Approximate Completion Date |
|---|-----------------------------|
| In conjunction with the contract filmmaker, begin identifying and reaching out to video subjects. | March 31, 2027 |
| Film the first round of videos; begin reaching out to subjects for the second round. | December 31, 2027 |
| Film the second round of videos. | September 30, 2028 |

| | |
|---|-------------------|
| Post production on all videos complete. | December 31, 2028 |
|---|-------------------|

Activity 3: Dissemination of the Story Map and Videos to reach a wide audience.

Activity Budget: \$38,189

Activity Description:

Dissemination is a focal point of this project, and we will use the Science Museum of Minnesota's (SMM) breadth of scientific programming to assist with these efforts. The story map will be free to the public on SMM's website, other institutions can freely link to it and can also use the videos for their own programming.

At the end of our current funded project (spring 2026) the story map will be available to SMM visitors on a touchscreen. This touchscreen will remain in the SMM galleries through the duration of this proposal (summer of 2029).

Throughout the course of the project, SMM will continue to promote the story map and video content through its social media channels.

To continue to promote the story map, and the work of the ENRTF in general, each year we will invite a subset of project managers who have been working with us during both phases of the project to SMM's Earth Day Celebration. SMM will have a table at the event dedicated to these ENRTF project managers sharing their work with the general public.

Activity Milestones:

| Description | Approximate Completion Date |
|--|-----------------------------|
| Host ENRTF project managers at SMM's annual Earth Day celebration. | April 30, 2029 |
| Ongoing access to the story map (with videos) on SMM's website. | June 30, 2029 |
| Ongoing access to the story map in the SMM galleries. | June 30, 2029 |
| Ongoing social media posts throughout the project. | June 30, 2029 |

Project Partners and Collaborators

| Name | Organization | Role | Receiving Funds |
|----------------|-----------------------------|--|-----------------|
| Stephanie Long | Science Museum of Minnesota | In-house video Producer, creative lead, story map project management. For twenty-four years, Stephanie Long has created, produced, and led projects at the Science Museum of Minnesota. She is currently the in-house producer on our first phase of work, Sharing Minnesota's Biggest Environmental Investment (2023-185; 05e). | Yes |
| Adam Heathcote | Science Museum of Minnesota | Scientific Content Advisor for Story Map and Films. | No |

Dissemination

Describe your plans for dissemination, presentation, documentation, or sharing of data, results, samples, physical collections, and other products and how they will follow ENRTF Acknowledgement Requirements and Guidelines.

Dissemination will be a focal point of our work. The story map will be freely available on SMM's website, any institution can link to it as well as use the videos for their own programming. At the end of our current project (Phase I of this work), the story map will also be available on a touch screen in the SMM galleries; this touchscreen will remain available to SMM visitors through the duration of this project (Phase II).

Throughout the course of the project, SMM will promote the story map and videos on its social media channels. In addition, many of the project managers whose work we are profiling have been sharing the videos with their own networks, we will continue to encourage project managers to share the videos and story map.

We will also use SMM's Earth Day Celebration to promote our story map and videos, and the work of the ENRTF in general. Each year we will invite a subset of project managers to have a table at this event to share their work with the general public.

The story map, as well as the videos, are all being properly acknowledged with the ENRTF logo and attribution language.

Long-Term Implementation and Funding

Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this work be funded?

All content will be created and disseminated during the course of the project. One of the strengths of this project is that the story map and video content will live on after the project ending date. We will host the story map on the Science Museum of Minnesota's website. Video content will be hosted on YouTube, or a similar platform, making it easily accessible and available to anyone who wishes to incorporate it into their own platform, or use it in informal or formal educational programming.

Other ENRTF Appropriations Awarded in the Last Six Years

| Name | Appropriation | Amount Awarded |
|--|---|----------------|
| Sharing Minnesota's Biggest Environmental Investment | M.L. 2023, , Chp. 60, Art. 2, Sec. 2, Subd. 05e | \$628,000 |

Budget Summary

| Category / Name | Subcategory or Type | Description | Purpose | Gen. Ineligible | % Benefits | # FTE | Classified Staff? | \$ Amount |
|--|---------------------|---|---------|-----------------|------------|-------|-------------------|------------------|
| Personnel | | | | | | | | |
| Joy Hobbs, Project Manager, Senior Scientist, SMM | | Project Manager; Will provide general project management, will oversee project selection as well as science content for the story map and films, will handle communications with ENRTF project managers | | | 24% | 1.26 | | \$138,820 |
| Stephanie Long, Artistic Director and Producer of Science Live Programs, SMM | | In-house video Producer, creative lead, story map project management | | | 24% | 1.11 | | \$107,324 |
| SMM Program Support | | Film production support and event staff support for Earth Day events | | | 24% | 0.39 | | \$25,660 |
| SMM Experience Developer | | Copy writing, editing, proofing, project support for website content and exhibit experiences | | | 24% | 0.78 | | \$70,073 |
| SMM Graphic Designer | | Maintain design standards and brand elements for any story map expansion as well as graphics for in-museum experiences | | | 24% | 0.03 | | \$3,406 |
| SMM Full Stack Developers, 3 positions | | Software engineers to maintain and expand story map functionality and capabilities | | | 24% | 0.3 | | \$37,518 |
| SMM Technology Project Manager | | Oversee and manage the technical work on the story map, work with project leads to understand the story map needs and integrate needs with the work of the IT team | | | 24% | 0.03 | | \$2,012 |
| SMM Software Development Manager | | Maintain the software needs of the story map | | | 24% | 0.09 | | \$14,928 |
| | | | | | | | Sub Total | \$399,741 |

| | | | | | | | | |
|---------------------------------------|-----------------------|---|---|---|--|------|------------------|------------------|
| Contracts and Services | | | | | | | | |
| TBD | Service Contract | Filmmaker to script, film, direct, produce and handle all post-production work for the videos. The filmmaker will work with project leads Hobbs and Long to prescreen interview subjects. Contract amount is based on industry rates for videos of equivalent quality and duration to those from our first phase of work. | | | | 0.42 | | \$180,468 |
| TBD | Service Contract | Translation services for the story map and the videos. | | | | 0.1 | | \$16,500 |
| | | | | | | | Sub Total | \$196,968 |
| Equipment, Tools, and Supplies | | | | | | | | |
| | Equipment | External Drive | The large video files require this size external hard drive. | X | | | | \$500 |
| | Equipment | SD Cards | Memory cards necessary for transfer of the large video files. | X | | | | \$400 |
| | Tools and Supplies | Supplies for tabling at the annual SMM Earth Day events. | Support of project promotion at SMM Earth Day events. | | | | | \$4,000 |
| | | | | | | | Sub Total | \$4,900 |
| Capital Expenditures | | | | | | | | |
| | | | | | | | Sub Total | - |
| Acquisitions and Stewardship | | | | | | | | |
| | | | | | | | Sub Total | - |
| Travel In Minnesota | | | | | | | | |
| | Miles/ Meals/ Lodging | 6 trips, 3 SMM staff per trip. Cost based on meals and lodging at GSA rates and vehicle rental. Exact destinations within MN will be determined once video subjects are selected. | Trips to travel to ENRTF project managers to film the videos. | | | | | \$15,391 |
| | | | | | | | Sub Total | \$15,391 |

| | | | | | | | | |
|---|--|--------------------------|---|--|--|--|------------------------|------------------|
| Travel Outside Minnesota | | | | | | | | |
| | | | | | | | Sub Total | - |
| Printing and Publication | | | | | | | | |
| | | | | | | | Sub Total | - |
| Other Expenses | | | | | | | | |
| | | Honorariums (12 x \$500) | Each project year, we will give out three of the Honorariums to ENRTF project managers who participate in the SMM Earth Day event to offset their time and travel expenses. The remaining three will be reserved for any ENRTF project manager who needs to travel to us for filming. | | | | | \$6,000 |
| | | | | | | | Sub Total | \$6,000 |
| | | | | | | | Grand Total | \$623,000 |

Classified Staff or Generally Ineligible Expenses

| Category/Name | Subcategory or Type | Description | Justification Ineligible Expense or Classified Staff Request |
|--------------------------------|---------------------|----------------|---|
| Equipment, Tools, and Supplies | | External Drive | This equipment is necessary for storage of the large video files. |
| Equipment, Tools, and Supplies | | SD Cards | These memory cards are necessary for transfer of large video files. |

Non ENRTF Funds

| Category | Specific Source | Use | Status | \$ Amount |
|------------------|--|------------------------------------|----------------------------|------------------|
| State | | | | |
| | | | State Sub Total | - |
| Non-State | | | | |
| In-Kind | All indirect project costs are provided in-kind by the Science Museum of Minnesota (federal indirect rate 48.73% on all direct costs = \$303,588). | In-kind contribution of indirects. | Pending | \$303,588 |
| | | | Non State Sub Total | \$303,588 |
| | | | Funds Total | \$303,588 |

Total Project Cost: \$926,588

This amount accurately reflects total project cost?

Yes

Attachments

Required Attachments

Visual Component

File: [20e4bb98-397.pdf](#)

Alternate Text for Visual Component

This project will continue SMM's work to communicate the stories of LCCMR/ENRTF-funded work to a public audience through an online story map and video content. Experience Phase I stories at <https://new.smm.org/lccmr-stories...>

Supplemental Attachments

Capital Project Questionnaire, Budget Supplements, Support Letter, Photos, Media, Other

| Title | File |
|---|----------------------------------|
| Letter of Support from SMM President Alison Brown | 990cf884-e6e.pdf |
| Annual Reinstatement - Nonprofit Corporation | 3e8f6e54-65f.pdf |
| SMM 990 FY23 | 04028464-0fb.pdf |
| SMM FY23 Audited Financial Statements | 785036b3-325.pdf |

Difference between Proposal and Work Plan

Describe changes from Proposal to Work Plan Stage

We have reduced the number of new stories we will add to the story map from 75 to 65; accordingly we have reduced the hours for the Experience Developer.

We have removed the Outreach and Social Media Coordinator position from the budget; the Science Museum of Minnesota will now provide this work in-kind.

We have reduced the film contract; it is now based on the budgetary equivalent of seven films of 5-6 minutes in duration (instead of eight). Accordingly we have reduced the hours for the Production Assistant.

We have removed the new video camera from the budget; we will now rely on existing SMM equipment, as well as equipment provided by the contractor.

Additional Acknowledgements and Conditions:

The following are acknowledgements and conditions beyond those already included in the above workplan:

Do you understand and acknowledge the ENRTF repayment requirements if the use of capital equipment changes?

N/A

Do you understand that travel expenses are only approved if they follow the "Commissioner's Plan" promulgated by the Commissioner of Management of Budget or, for University of Minnesota projects, the University of Minnesota plan?

Yes, I understand the Commissioner's Plan applies.

Does your project have potential for royalties, copyrights, patents, sale of products and assets, or revenue generation?

No

Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?

N/A

Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?

N/A

Does your project include original, hypothesis-driven research?

No

Does the organization have a fiscal agent for this project?

No

Does your project include the pre-design, design, construction, or renovation of a building, trail, campground, or other fixed capital asset costing \$10,000 or more or large-scale stream or wetland restoration?

No

Do you propose using an appropriation from the Environment and Natural Resources Trust Fund to conduct a project that provides children's services (as defined in Minnesota Statutes section 299C.61 Subd.7 as "the provision of care, treatment, education, training, instruction, or recreation to children")?

No

Provide the name(s) and organization(s) of additional individuals assisting in the completion of this project:

N/A

Do you understand that a named service contract does not constitute a funder-designated subrecipient or approval of a sole-source contract? In other words, a service contract entity is only approved if it has been selected according to the contracting rules identified in state law and policy for organizations that receive ENRTF funds through direct appropriations, or in the DNR's reimbursement manual for non-state organizations. These rules may include competitive bidding and prevailing wage requirements

Yes, I understand