Environment and Natural Resources Trust Fund 2011-2012 Request for Proposals (RFP)

LCCMR ID: 024-A2 Project Title: Interactive Outreach for Statewide Conservation and Preservation Plan
Category: A2. Natural Resource Data and Information: Distribution, Application, and Training
Total Project Budget: \$ \$265,000
Proposed Project Time Period for the Funding Requested: 2 yrs, July 2011 - June 2013
Other Non-State Funds: \$ 0
Summary:
Position LCCMR's Statewide Conservation and Preservation Plan as the authoritative guide for natural resources investments by creating a searchable, multimedia online solution that promotes understanding and implementation of the plan.
Name: Ted St. Mane
Sponsoring Organization: MLT Group LLC
Address: 411 N Broadway
Rochester MN <u>55906</u>
Telephone Number: 507-261-4541
Email ted@mltgroup.com
Web Address www.mltgroup.com
Location
Region: Statewide
Ecological Section: Statewide
County Name: Statewide
City / Township:
Funding Priorities Multiple Benefits Outcomes Knowledge Base
Extent of Impact Innovation Scientific/Tech Basis Urgency

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__ Capacity Readiness _____ Leverage ____ Employment _____ TOTAL _____%

PROJECT TITLE: Interactive Outreach for Statewide Conservation and Preservation Plan

I. PROJECT STATEMENT

The Minnesota Statewide Conservation and Preservation Plan charts long-term strategies for addressing critical issues and trends, and guides decision-makers on future short- and long-term planning, policy, and funding investment.

Our goal is to "unlock" information within the Statewide Plan and Preliminary Plan to create a more powerful and effective tool to assist the LCCMR board and for engaging public and private entities. Web and social media are the present **and** future of outreach and information sharing. By transforming the Plan into a "living" resource, we empower participants in the important decisions of how, when and where funding should be invested for conservation and preservation in Minnesota.

The solution proposed by this project will enhance access and usability of the Plan by;

- Creating a searchable database of information within the Plan to speed access to information, correlate data and create reports
- Making information easier to understand by correlating data with interactive, multi-layer maps and information cross-linking
- Making information more readily available to Minnesotans via search engines
- Packaging information within the Plan into "student accessible" formats
- Providing video introductions to the Plan and each section of Plan recommendations
- •Providing interactive "help" features to guide and encourage Plan users
- Promoting statewide information sharing and distribution through the site itself, as well as a monthly eNewsletter with signup, discussion forum, a Facebook fan campaign, and social media and email "share functions."
- Providing information outreach through a traveling interactive point of contact kiosk
- Encouraging input from Minnesotans through social media solutions and online surveys
- Providing comprehensive ADA mandated access to the Plan

II. DESCRIPTION OF PROJECT ACTIVITIES

- 1. Information correlation and formatting: Budget: \$34,000
- -Research and organization of Plan content into correlated units and "student accessible" formats.

Result: Information in the Plan will be easier to access and understand for users including students

- 2. Design & Construction of website and input of content: Budget: \$45,000
- -Creation and population of online solution to house and display Plan content in interactive, ADA accessible formats

Result: An engaging online "home" making the Plan more accessible to thousands of Minnesotans including those with disabilities

- 3. Creation of interactive information tools: Budget: \$53,000
- -Design and development of interactive presentations, maps, search utility, correlated information retrieval system, gallery, video viewer, forum, reporting tool and other engagement solutions.

 Result: Information in the Plan will be more engaging and useful for students, organizations, the LCCMR

Result: Information in the Plan will be more engaging and useful for students, organizations, the LCCMR board and others

- 4. Creation of interactive "help" tools: Budget: \$12,000
- -Design and development of interactive help tools to guide user interactions with the site **Result:** Information in the Plan will be easier to access, understand and use in productive ways
- 5. Social Media Integration and Active Outreach x 2 yrs: Budget: \$38,000
- -Design & implementation of a social media campaign and active outreach solutions including an eNewsletter and traveling kiosk for deployment in 6 public spaces across the state

Result: Thousands of Minnesotans will be exposed to the Plan via social media buzz building and taking the message into communities and educational spaces

- 6. Search Engine Optimization x 2 years: Budget: \$24,000
- -Design and implementation of a robust search engine optimization campaign

Result: Thousands of Minnesotans will find and access the site through hundreds of relevant searches across Google and other search engines

- 7. Information Update x 2 years: Budget: \$18,000
- -Maintaining, updating and monitoring the site and dynamic, user-contributed content

Result: Information on the site will stay active throughout the project with user input archived in report friendly formats

- 8. Design and Production of Video Segments: Budget: \$38,000
- -Design, production and web optimization of video introductions to the Plan and each section of Plan recommendations

Result: Visitors are engaged by active "top level" video introductions making the Plan objectives easier to understand

III. PROJECT STRATEGY

A. Project Team/Partners

The project team includes; **Ted St. Mane**, communications and marketing specialist with over 20 years of professional media and project management experience. (Paid Functions: Project Manager, solutions design and correlation of data and resources)

Jean Coleman, principle at CR Planning. Jean coordinated the development of the Minnesota Statewide Conservation and Preservation Plan. www.CRPlanning.com (Paid Functions: Interpretation of plan information and correlation of data and resources)

Martin Moen, Director of Communications & Operations at Bell Museum of Natural History and former Director of Communications at U of M, College of Natural Resources. (Paid Functions: Information and communications strategy development)

Creative and programming staff of MLT Group, LLC. a web, video, communications and multi-media development company in Rochester, MN with over 24 years of professional media production experience serving over 400 entities across North America. www.MLTGroup.com (Paid Functions: Design, programming, solutions development, video production, social media and search engine optimization)

B. Timeline Requirements

July 2011 – June 2012: Design and construction of website solution, and development of interactive and media tools, site launch and community outreach activities - including Search Engine Optimization and Social Media Campaigns.

July 2012 – June 2013: Community outreach activities including community building through Search Engine Optimization, Social Media and traveling kiosk solution as well as maintenance of site solutions.

C. Long-Term Strategy and Future Funding Needs

This "living" resource has an indefinite life span and is likely to be viable for several years. Hosting for the site will be provided through an in-kind contribution by MLT Group for up to five years. Additional maintenance costs after year two will be addressed through additional fund raising. Through enhanced access and awareness, the Statewide Plan will be positioned as the authoritative resource guiding future investments in our state's natural resources. In addition public input gained through interactive features could help shape future versions of Minnesota's Statewide Conservation and Preservation Plan.

2011-2012 Detailed Project Budget

IV. TOTAL TRUST FUND REQUEST BUDGET for two (2) years

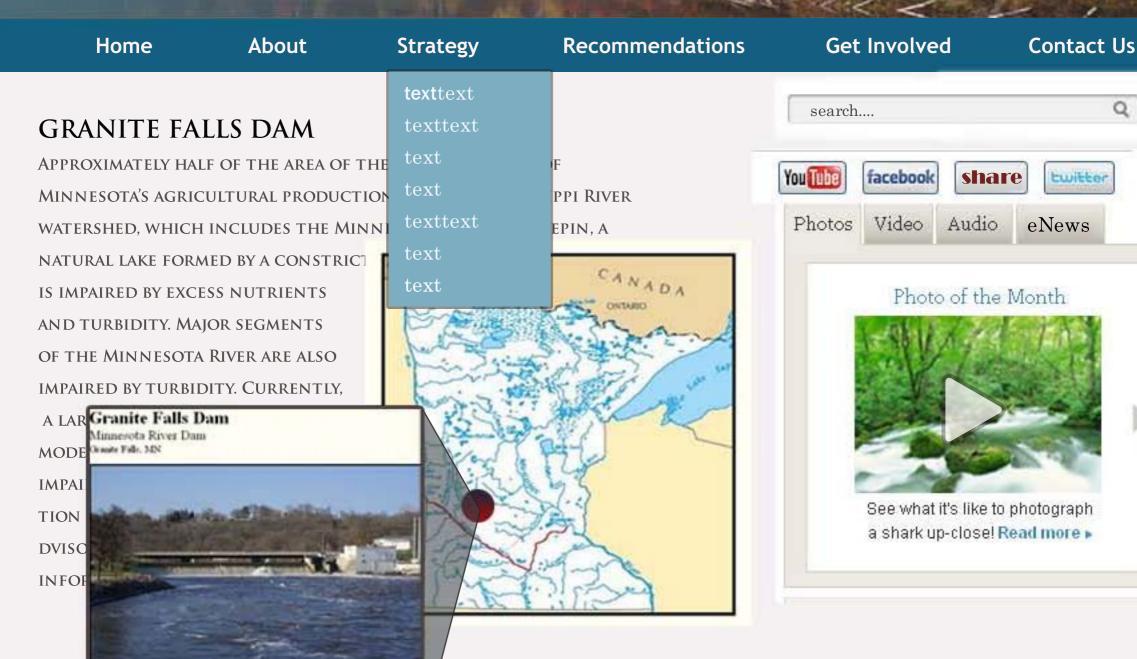
BUDGET ITEM (See list of Eligible & Non-Eligible Costs, p. 13)	<u>AMOUNT</u>		
Ted St. Mane: Project Manager & Info Design 600 hrs @ \$100 (\$60,000) 15% FT			
Jean Coleman: Info Correlation/Resource 80 hrs @ \$100 (\$8,000) 2% FT			
Martin Moen: Info Correlation 80 hrs @ \$100 (\$8,000) 2% FT MLT			
Group Staff: Design and Development 1,800 hrs @ \$100 (\$180,000) 50% of 1 FT			
	\$	256,000	
Equipment/Tools/Supplies: Computer Kiosk and Display			
	\$	6,000	
Travel: Be specific. Total anticipated travel for video shoots, outreach and			
development meetings in MN 6,000 miles @ .50/mile.	\$	3,000	
TOTAL ENVIRONMENT & NATURAL RESOURCES TRUST FUND \$ REQUEST	\$	265,000	

V. OTHER FUNDS

SOURCE OF FUNDS	<u> </u>	MOUNT	<u>Status</u>
Other Non-State \$ Being Applied to Project During Project Period: Additional contributions not yet secured			Indicate: Pending
	\$	-	
In-kind Services During Project Period: <i>MLT Group LLC is contributing</i> \$9,000 worth of website hosting service			
	\$	9,000	
Funding History: LCCMR funding for the original development of the Minnesota			
Statewide Conservation and Preservation Plan.	\$	300,000	

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STATEWIDE CONSERVATION AND PRESERVATIONPLAN



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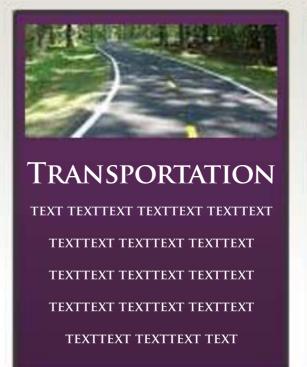
SIGN UP

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ORGANIZATION DESCRIPTION:

MLT Group is a Minnesota based company that has been producing professional media for over 23 years and creating and hosting custom web solutions since 1996. Our experience with site development includes design and development for hundreds of online and interactive solutions. Our in-house website team includes eight dedicated web development staff with skills in web design, use architecture, site construction, search engine optimization, ADA compliance for web, Flash animation, and programming for all kinds of database and dynamic site solutions. We currently serve the ongoing web development and on-line marketing needs of over 300 organizations across Minnesota and North America.

PROJECT MANAGER QUALIFICATIONS

Ted St. Mane: Project Manager <u>Ted@MLTGroup.com</u> 507-281-3490 **RELEVANT WORK EXPERIENCE**

1999 – Present

MLT Group Advertising & Marketing: Director of Operations / Art Director

General management, project management for over 900 media projects, marketing and advertising development consulting, art direction, talent direction, producing, design and copywriting for all forms of media. http://www.mltgroup.com Author of three Minnesota histories and screenwriter and producer of television programs, corporate videos, educational videos and Minnesota history productions.

Rochester, MN

1997 - 1999

St. Mane Design Specialties: Owner - Operator

Media consulting, project management for over 100 media projects, design and copywriting for web, video, multi-media and print.

Rochester, MN

1996 - 1997

Peer Power Productions: Producer - Director

Producing, project management for over 50 media projects, design, casting, direction and screenwriting for 30 plus educational videos published and distributed nationally. Also provided copywriting for print.

Rochester, MN

1996 - 2000

Federal Bureau of Prisons: Theatre Therapy Instructor

Conducting weekly theatre therapy sessions in a federal prison setting, including production and direction of plays with and for inmates and development of an original play entitled "Three Hots and A Cot".

Rochester, MN

1990 - 2001

Ad Hoc Theatre: Technical Director

Project management, set design, prop design, advertising design, talent casting, direction, acting, lighting and sound design and script writing for a traveling theatre company. *Rochester, MN*