

**Environment and Natural Resources Trust Fund
2016 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 098-C

Root for a Tree - Minnesota State Fair Exhibit

Category: C. Environmental Education

Total Project Budget: \$ 82,860

Proposed Project Time Period for the Funding Requested: 2.5 years, July 2016 to August 2018

Summary:

The public will learn about the vital role of trees and their roots in providing clean water by exploring an engaging walk-through exhibit at the Minnesota State Fair.

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Sponsoring Organization: MN DNR

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Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

A sketch of the final Root for a Tree exhibit as it will look along with an overall discription of the entire forestry exhibit display and sketch of the layout in the DNR state fair building.

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	_____ %



PROJECT TITLE: Root for a Tree - Minnesota State Fair Exhibit

I. PROJECT STATEMENT

Root for a Tree will be a new exhibit at the Minnesota State Fair that will focus on how trees provide clean water. This exhibit is nestled within a larger redesigned DNR Division of Forestry state fair exhibit area on Minnesota’s forests and trees. While the role of trees in cleaning the air is well understood, the importance of forests and the environmental benefits they provide regarding clean water is unknown to most people. This exhibit will increase public awareness of the role trees play in cleaning and maintaining our water. By showcasing tree roots, this exhibit will illustrate how trees stabilize soil, reduce storm water runoff, and clean our surface and groundwater.

This exhibit’s message, that trees help clean our water, will reach an estimated 500,000 adults and children who visit the DNR building and park during the 12 days of the Minnesota State Fair. The Division of Forestry maintains a 1,069-square foot area at the west end of the DNR’s State Fair building. The last exhibit upgrade was in 2001, the Division of Forestry’s exhibits are old and information is out of date. The Division of Forestry is designing a new exhibit area to include current digital technologies, media, and interactive tools to reach today’s audiences. A 2014 DNR State Fair visitor survey indicated that the current exhibits need improvement. The exhibit’s target audiences are adults and children. Current exhibits do not include material for grades preK-7. The overall goal of the redesign is to provide an attractive visitor experience with hands-on activities resulting in increased understanding, appreciation, and enjoyment of the natural, cultural, and recreation opportunities that Minnesota’s forests offer.

In 2013, Division of Forestry staff began developing the overall exhibit goal and theme. Split Rock Studios, through state contracting procedures, was selected in 2014 to develop, design, construct, and install all of the Division of Forestry displays. An overall exhibit concept design has been developed. About half of the new exhibits will be installed and ready for the 2015 State Fair. The full redesign is scheduled to be completed for the 2017 Minnesota State Fair. As part of the larger effort, \$82,860 of ENRTF funding is requested for the design development, fabrication, and installation of the *Root for a Tree* exhibit. This three-dimensional, walk-through exhibit will focus on how trees and their roots help clean the water we drink, the streams where we fish, and the lakes where we swim. Part of the exhibit will feature removable graphic panels. Division of Forestry staff will use these panels in outreach efforts around the state in educating citizens about the role of trees and clean water at schools, community events, and county fairs. This activity will potentially reach an additional 40,000 adults and children a year.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Design Development

Budget: \$21,640

Review and develop exhibit outline with component descriptions, preliminary headlines, text descriptions, images and models.

Outcome	Completion Date
1. Complete detailed scale drawings and plan of all exhibit components including construction techniques, finishes, colors, and materials.	Sept 2016
2. Develop final approach for graphic panels.	Nov 2016
3. Develop detailed production and installation schedule.	Dec 2016



Activity 2: Production

Budget: \$48,230

Fabricate all components based on approved design and/or construction drawings, produce graphics, review progress reports, and approve exhibit elements.

Outcome	Completion Date
<i>1. Create shop drawings with fabrication detail for all exhibit structures, including technical specifications.</i>	<i>July 2017</i>
<i>2. Create graphic production files for review, corrections, and approval.</i>	<i>July 2017</i>
<i>3. Create and acquire art, interactive products, and models.</i>	<i>July 2017</i>
<i>4. Fabricate all components based on approved design and/or construction drawings.</i>	<i>July 2017</i>

Activity 3: Installation

Budget: \$12,990

Deliver exhibits and set staging area and install exhibit. Conduct walk-through inspection of completed exhibits and correct necessary items. Split Rock Studios will train DNR staff in exhibit operation and maintenance.

Outcome	Completion Date
<i>1. Deliver exhibits and set staging area for unloading exhibit elements.</i>	<i>August 2017</i>
<i>2. Install structures.</i>	<i>August 2017</i>
<i>3. Clean work site, install models, aim and adjust lighting fixtures.</i>	<i>August 2017</i>
<i>4. Train DNR staff in exhibit operations and maintenance.</i>	<i>August 2017</i>

III. PROJECT STRATEGY

A. Project Team/Partners

- Project Manager and DNR Division of Forestry education and outreach staff will coordinate and supervise all project development and oversee exhibit installation. All DNR staff time funded by DNR budget.
- Split Rock Studios (selected following the state of Minnesota request for proposal process) will complete exhibit development, fabricate all components, and install displays. Split Rock Studios services will be funded by ENRTF.
- Staff from the DNR’s Division of Ecological and Water Resources, Division of Forestry, and Minnesota Forest Resources Council staff will provide input and guidance on developing exhibit content development. All DNR staff time funded by DNR budget.

B. Project Impact and Long-Term Strategy

- Increase public awareness of the role trees play in cleaning and maintaining our lakes, streams, storm water, groundwater and maintaining the high-quality drinking water we enjoy.
- This exhibit will direct state fair visitors to make choices to protect trees and water.
- Increased time visitors spend viewing Division of Forestry exhibits compared to 2014 time-lapse video.
- Commitment by DNR to reviewing and updating removable interpretive graphic panels to ensure accuracy and maintain their appearance for at least 10 years.

C. Timeline Requirements

This project will be completed for the 2017 Minnesota State Fair. No special timeline requirements needed.

2016 Detailed Project Budget

Project Title: Root for a Tree - Minnesota State Fair Exhibit

IV. TOTAL ENRTF REQUEST BUDGET 2 years

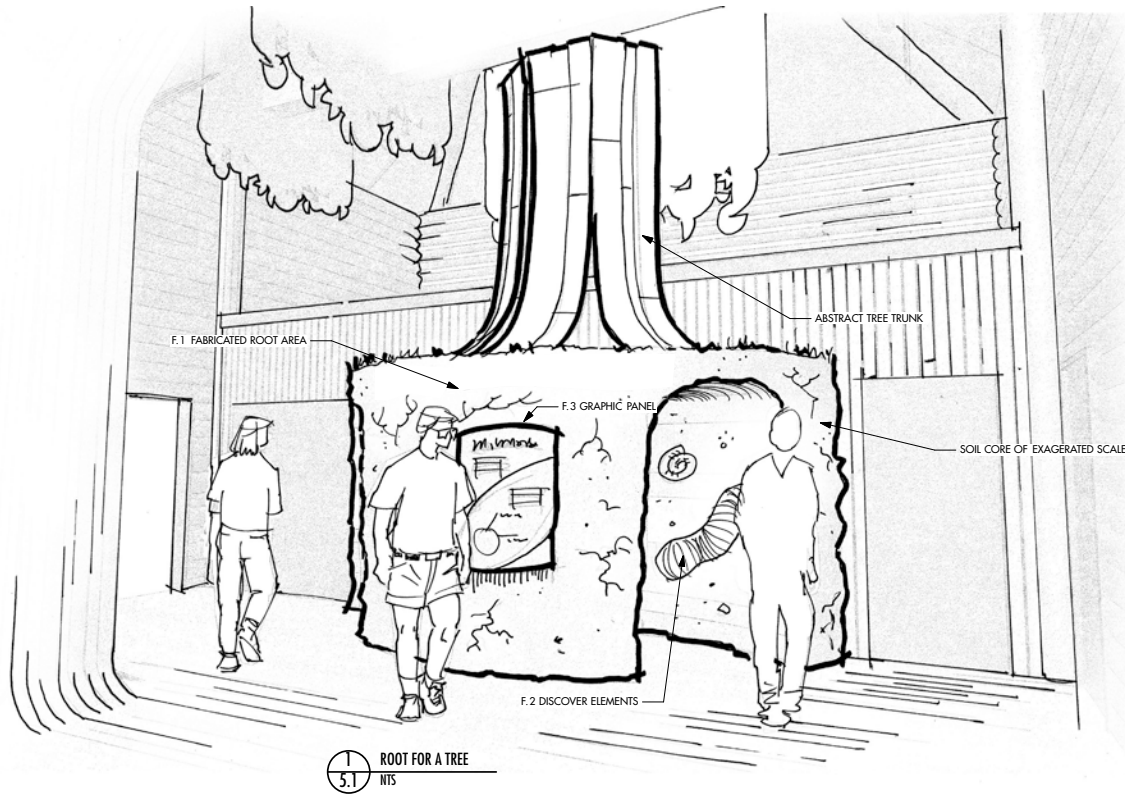
BUDGET ITEM	AMOUNT
Personnel:	\$ -
Professional/Technical/Service Contracts: Split Rock Studios: Exhibit development, design, fabrication, and installation.	\$ 82,860
Equipment/Tools/Supplies:	\$ -
Acquisition (Fee Title or Permanent Easements):	\$ -
Travel:	\$ -
Additional Budget Items:	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 82,860

V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period: <i>US Forest Service-State Fire Assistance Grant \$30,000; Federal USDA grant \$25,000;</i>	\$ 55,000	<i>Secured</i>
Other State \$ To Be Applied To Project During Project Period: <i>Clean Water Legacy \$10,000; General fund 110,000; MN Project Learning Tree \$17,500</i>	\$ 137,500	<i>Secured</i>
In-kind Services To Be Applied To Project During Project Period:	\$ -	
Funding History: <i>Indicate funding secured but to be expended prior to July 1, 2016, for activities directly relevant to this specific funding request, including past and current ENRTF funds. State specific source(s) of fund and dollar amount.</i>	\$ -	
Remaining \$ From Current ENRTF Appropriation:	\$ -	

2016 LCCMR Proposal - Root For A Tree-Minnesota State Fair Exhibit

Exhibit Description: The public will explore and learn about trees' vital role in clean water in an engaging, walk-in exhibit.



Artistic drawing of Root For A Tree exhibit.

Division of Forestry Minnesota State Fair Exhibit Area

Overall exhibit area goal: Provide a visitor experience for young families that results in an increased understanding, appreciation and enjoyment of Minnesota's state forests.

Theme: Minnesota state forests provide a wide range of natural, cultural, economic and recreational opportunities.

Primary Audience: Young Families

Supporting Themes:

- Forest Products and Jobs
- Recreation and Forests
- Families and Forests
- The Nature of Forests
- What DNR Forestry do in Minnesota
- Forests and Clean Water

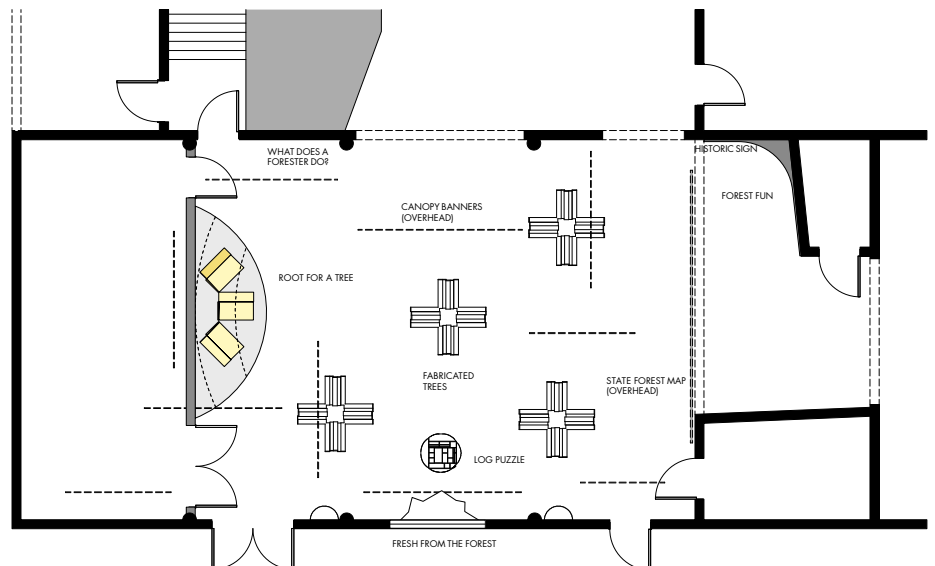


EXHIBIT PLAN
Scale: 3/16" = 1'-0"

Draft- Project Manager Qualifications & Organization Description

PROJECT TITLE: Root for a Tree – Minnesota State Fair Exhibit

Project Manager Qualifications

The project manager for the Root for a Tree and Water Exhibit proposal will be Kim Lanahan-Lahti, Division of Forestry Information Officer 3. Kim has served as Division of Forestry state fair liaison for the last eight years and as project manager for the state fair exhibit redesign project for the last three years.

Kim holds a Bachelor of Science degree in Art Education and Bachelor of Fine Arts degree from Mankato State University.

As project manager, Kim will coordinate the design, development, fabrication, and installation of the proposed exhibit. She will administer budgets, oversee contracts, and work with the project team, partners, Split Rock Studios, and ENRTF. Kim is proficient in managing projects as these responsibilities are primary tasks in her current position.

Organization Description

The Minnesota Department of Natural Resources works to integrate and sustain the interdependent values of a healthy environment, a sustainable economy, and livable communities. DNR's integrated resource management strategy shares stewardship responsibility with citizens and partners to manage for multiple interests. DNR protects the state's natural heritage by conserving the diversity of natural lands, waters, and fish and wildlife that provide the foundation for Minnesota's recreational and natural resource-based economy (M.S. 84, M.S. 97A). DNR manages natural lands such as forests, wetlands, and native prairies; maintains healthy populations of fish and wildlife; and protects rare plant and animal communities throughout the state. DNR manages the state's water resources, sustaining healthy waterways and ground water resources. DNR provides access to enrich public outdoor recreational opportunities, such as hunting, fishing, wildlife-watching, camping, skiing, hiking, biking, motorized recreation, and conservation education through a state outdoor recreation system that includes parks, trails, wildlife management areas, scientific and natural areas, water trails, and other facilities (M.S. 86A). DNR supports natural resource-based economies, managing state forest lands for multiple forest values (M.S. 89), ensuring the maximum long-term economic return from school trust lands (M.S. 127A), and providing other economic opportunities in a manner consistent with sound natural resource conservation and management principles. The mission of the Minnesota Department of Natural Resources is to work with citizens to conserve and manage the state's natural resources, to provide outdoor recreation opportunities, and to provide for commercial uses of natural resources in a way that creates a sustainable quality of life.