

Environment and Natural Resources Trust Fund

2016 Request for Proposals (RFP)

Project Title:**ENRTF ID: 104-C**

Resilient Living Minnesota Television Series and Conference

Category: C. Environmental Education**Total Project Budget:** \$ 334,975**Proposed Project Time Period for the Funding Requested:** 2.5 years, July 2016 to October 2017**Summary:**

Inform and educate Minnesotans about sustainable practices, leading to lifelong habits and business opportunities. Motivate a wide audience through public television, telling stories of innovators who live and work sustainably.

Name: Joe Hunt**Sponsoring Organization:** Happy Dancing Turtle**Address:** 2331 Dancing Wind Rd. SW

Pine River MN 56474

Telephone Number: (218) 513-9737**Email** jhunt@hugllc.com**Web Address** www.happydancingturtle.org**Location****Region:** Statewide**County Name:** Statewide**City / Township:****Alternate Text for Visual:**

This visual illustrates the opening sequence of every episode, along with a brief description of the show and a list of potential topics.

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



PROJECT TITLE: Resilient Living Minnesota television series and conference

I. PROJECT STATEMENT

Resilient Living Minnesota includes two parts: production of a 13-episode television series focusing on sustainability; and a weekend conference connecting motivated Minnesotans with those people already experienced in sustainable living. The goal is to inform and educate Minnesotans about dozens of sustainable practices, featuring people who have turned their sustainable ideas and skills into successful businesses and lifestyles. It then takes the extra step required to encourage action, by connecting the dreamers amongst us with the doers.

Sustainable practices include: Using solar heating panels warm up January; Constructing homes that heat and cool themselves; Year-round production through hydroponics/aquaponics; Maple syruping in urban areas; Making a living on a 1-acre farm; Turning goats milk into soaps, lotions, and cheeses; Berry farming, syrups, and jellies; Local sourcing by restaurants; "No chemicals" pledge of golf courses; Farm-to-table gin and vodka; Free-range holiday turkeys; Supporting a farm through "agri-tainment."

The weekly television series would be produced and broadcast statewide through public television. It comes from a series of short videos currently airing on Lakeland Public Television, which takes inspiring stories of sustainable lifestyles (and businesses) and presents them in such a way the viewer walks away thinking, "Hey, I can do that."

Person-to-person connection is the real motivator for Minnesotans inspired by these stories. To accomplish this, a weekend hands-on conference would be held at the end of the video series, which would be in the second year of this project. Viewers inspired by the stories would be encouraged to turn their sustainable dreams into action by attending the conference, where they would meet and learn from the same people featured in the series.

This project is designed to build a long-lasting and action-based conservation ethic amongst Minnesotans. By increasing sustainable living practices, it contributes to long-term environmental awareness of water quality, smart energy usage, and biodiversity. *It is said that education pays dividends for a lifetime. In the truest sense, then, education about sustainable living pays dividends for many lifetimes.*

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Resilient Living Minnesota television series

Budget: \$286,975

The series would stretch to all corners of Minnesota, where an experienced team would conduct interviews and gather video in the field, involving two visits to each site being featured. Field work would be followed by studio work, where the rough edits would be finalized and polished into clean, formatted 28-minute episodes. A total of 13 episodes telling 52 stories would air March-June 2017, with encore airing from June-September 2017. The objective is to inform, entertain, and inspire, creating conscientious consumers among all viewers and sparking those Minnesotans who hold dreams of developing sustainable lifestyles and businesses to take action. Lakeland Public TV has committed to airing the series, bringing it to the 383,500 viewers in north and central Minnesota, as well as to 773,200 viewers in the southern half of the state via direct broadcast satellite. Other public stations have expressed interest in the topic and format, but will wait for a pilot episode to be completed in summer 2016 before committing. Because Lakeland Public TV is a co-producer and adheres to the same standards of other Minnesota public stations, we feel there is a strong likelihood of Minnesota stations picking up the series, allowing the show to reach into almost every home in Minnesota, as well as all of North Dakota and western Wisconsin.

Outcome	Completion Date
Original Airing (more than 1 million potential viewers with LPTV alone)	June 15 2017
Encore Airing on public television	October 2017

Activity 2: Resilient Living Minnesota conference

Budget: \$38,000

This project begins in Year 1 (planning) and concludes in Year 2 (conference). The objective is to bring those people living sustainable lifestyles together with Minnesotans who see themselves moving in that direction. Many of the same people featured in the television series will gather under one roof for a day of sharing lessons.



Environment and Natural Resources Trust Fund (ENRTF)

2016 Main Proposal

Project Title: [Insert "Project Title" here in document header]

Viewers of the series will be encouraged over a period of six months to attend the conference in order to put their dreams into action. The conference will be held in a central location (St. Cloud) and will be promoted at the beginning and end of each television show, as well as through the website, social media, and news stories. The goal is to have a minimum of 300 individuals paying \$50 each to attend the day's workshops. It is anticipated that income will offset costs of printing and presenters, including travel, hotels, and stipends.

Outcome	Completion Date
Conference Weekend with minimum 300 attendees and 30 presenters	October 2017

III. PROJECT STRATEGY

A. Project Team/Partners

Happy Dancing Turtle (non-profit 501c3), Pine River MN, created the original *Resilient Living Minnesota* "shorts" as part of its mission on environmental education and the promotion of sustainable living. It will produce the series, as well as organize and staff the conference.

Lakeland Public Television serves north and central Minnesota, from Little Falls to International Falls, as well as the Twin Cities and southcentral Minnesota via satellite and translator coverage. Lakeland TV will distribute the series, working with other Minnesota public television stations to establish original scheduling and encore scheduling. Lakeland TV will be contracted to provide studio space and editing facilities, in addition to assembling the final package for each show.

Project Partners receiving funds

- **Happy Dancing Turtle** (\$238,225): series production, conference production
- **Lakeland Public Television** (\$80,750): distribution, editing, production studio
- **Conference site and vendor** TBD (\$6,000)
- **Third-party evaluator** TBD (\$10,000)

B. Project Impact and Long-Term Strategy

Water quality, climate change, sustainable fisheries, biodiversity, and control of invasive species are all influenced by the decisions Minnesotans make every day. We are all better off when those decisions are tempered by an environmental ethic that includes implementation of sustainable practices.

Happy Dancing Turtle invested about \$50,000 over two years to develop the *Resilient Living Minnesota* "shorts." The long-term strategy is to develop a high-quality series that becomes a staple of Minnesota public television stations. After demonstrating the high quality and public value of the program, we would seek underwriters to grow the idea for a larger Midwest audience or, possibly, a national audience.

C. Timeline Requirements

The video portion of this project will be completed in the first year of funding. Videos will continue to be seen on television and on the websites during Year Two of this project. In the second year, funding will be sought to put on the *Resilient Living Minnesota* conference. (see Part IIIB)

This project will literally have to hit the road on the first day of funding availability. Much of the planning and logistics for the video production will be started long before July 1, 2016. Happy Dancing Turtle is committed to providing six months of salary and benefits for the series producer as part of its in-kind contributions. Planning, scheduling, and other preparation would take place January 1 through June 30, 2016, so the actual video work can begin on Day One.

2016 Detailed Project Budget

Project Title: Resilient Living Minnesota

IV. TOTAL ENRTF REQUEST BUDGET 2 years

BUDGET ITEM	AMOUNT
Personnel:	\$ -
Project Manager and Producer (70% salary, 30% benefits) 92% FTE for year 1 and 8.3% FTE for year 2	\$90,000
Camera operator/editor (73% salary, 27% benefits) 83% FTE for year 1	46,000
Camera operator/editor (80% salary, 20% benefits) 41% FTE for year 1	22,000
Series Host (80% salary, 20% benefits) 33% FTE for year 1	25,000
Conference Coordinator (72% salary, 28% benefits) 8.3% for year 1; 25% for year 2	21,000
Outreach Coordinator (70% salary, 30% benefits) 8.3% for year 2	3,500
Professional/Technical/Service Contracts:	\$ -
On-Camera Personality (13 segments @ \$300 ea) – These are short, entertaining video essays, each one describing a different aspect of resilience/sustainability, by a vibrant, professor-like personality (i.e. financial resilience, housing security, education, nutritional understanding, community, etc.)	3,900
Acquisition of music rights to anchor video series	3,000
Conference Center rental and fees for year 2	6,000
Lakeland TV studio time, equipment and crew (50 hrs @ \$125/hr)	6,250
Lakeland TV Editing services and equipment (11 months of editing services to create the final cuts for each segment and each episode \$57,500; closed captioning \$2,600; 11 months edit bay leasing \$8,000)	68,100
Lakeland TV Lease of two Field Camera Packages (8 mos @ \$800/mo)	6,400
Third-party evaluator (for television series and conference)	10,000
Equipment/Tools/Supplies:	\$ -
Video Editing/Graphics Software Licenses for two: 11 mos at \$75/mo	825
Acquisition (Fee Title or Permanent Easements):	N/A
Travel:	\$ -
Video Series Mileage (~17,000 miles), lodging, and meals for travel to video sites throughout Minnesota year 1	23,000
Additional Budget Items:	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$334,975

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period:	\$ -	N/A
Other State \$ To Be Applied To Project During Project Period:	\$ -	N/A
In-kind Services To Be Applied To Project During Project Period:	\$ -	N/A
General Office Support / Accounting / Office Space and Equipment	6,000	Secured
Website development, management, hosting	15,000	
Conference Staff Support (for weekend of conference)	3,000	Secured
Lakeland TV Studio (50% reduced rate) and Edit Bay (33% reduced rate)	10,250	Secured
		Secured
TOTAL IN-KIND DURING PROJECT	34,250	
Funding History:	\$ -	
6 mos. of planning and prep time for project manager/producer leading up to July 1, 2016; conceptual design of opening sequence and closing credits	45,000	Secured
Video crew retreat and training	2,000	Secured
11 Segments/stories mostly completed	44,000	Secured
Air time for Resilient Living Minnesota shorts (through April 2015)	17,580	Secured
TOTAL In-Kind PRIOR TO PROJECT	\$ 108,580	
Remaining \$ From Current ENRTF Appropriation: .	\$ -	



Opening Sequence

Opening Sequence shot in Lakeland Public TV's studio. The 3-minute sequence uses a host to highlight the main stories. After each introduction, the panel with the photo comes to life, with a 30-second teaser from that story. She then walks up to the next panel and introduces that story.

Vital Stats

- 13 episodes, 28 minutes each
- Each episode to feature 4-5 stories of sustainable living practices from all corners of the state. (at least 52 stories during the course of the series)
- Series guaranteed to air on Lakeland Public Television (more than 1 million potential viewers), with strong interest from other MN public television stations.
- Conference in October 2017 would follow 6 months of airing the show.
- Presenters would be the same entrepreneurs featured on television, drawing in Minnesotans who want to move forward with their own ideas of sustainable living.

Potential Story Ideas

- Solar heating panels warm up January
- Building homes that heat and cool themselves
- Year-round production through hydroponics/aquaponics
- Willow furniture making
- Sustaining community vibrancy during winter
- Chicken coops for winter survival
- Smoking meats and making jerky
- Maple syruping in urban areas
- Converting maple sap into high-end candies and products
- Tricks for an early start to the growing season
- Cheese making for profit
- Chickens and eggs
- Grassroots watershed movements
- Making a living on a 1-acre farm
- Building soil for sustainable farming
- Farming practices to protect watersheds
- Berry farming, syrups, and jellies
- Grower's food hubs
- Local sourcing by restaurants
- Sheep shearing and wool
- Beekeeping and honey
- Golf course changes industry w/ "no chemicals" pledge
- Lengthening the growing season
- Off-grid living
- Subsistence-based family farms
- From goats to soaps
- Garden produce in our schools
- Livestock farming for local use
- Minnesota winemaking

Resilient Living Minnesota

Project Manager Qualifications and Organization Description

Happy Dancing Turtle

Happy Dancing Turtle (501c3) is located on the Resilient Living Campus in Pine River, Minnesota, sharing facilities with Hunt Utilities Group and Rural Renewable Energy Alliance (RREAL).

Happy Dancing Turtle conducts a financial audit each year and is in strong financial health. It has eight full or part time employees, with an annual operating budget of \$570,000. It is funded through an endowment. It is ready, willing, and able to finance this project upfront, pending reimbursement.

Through collaboration and education, Happy Dancing Turtle has been promoting sustainable practices, energy conservation, and environmental stewardship since 2006. We believe in “resilient living,” the skills and mindset it takes to foster healthy, productive, community-oriented lives in ways that are economically and ecologically practical. We are the home of summer Eco Camp for Kids, the annual Back to Basics (B2B) conference, Resilient Action Day, Resilient Living Minnesota video series, demonstration gardens, and more. Happy Dancing Turtle has served as catalyst or engaged participant in several local initiatives, including the Resilient Region, TEDxGullLake, and Green Step Cities.

Happy Dancing Turtle's 2015 Annual Report

<http://www.happydancingturtle.org/images/Documents/HDT%20Annual2015%20FINALsmall.pdf>

Project Manager

Joe Hunt has been working in communications for 30 years. He served as the outdoor and environmental reporter for newspapers in Wisconsin and Alaska, speech writer for the governor of Alaska, communications director for the federal-state effort to restore the environment following the *Exxon Valdez* oil spill, and communications manager for a school district in Washington State. He was executive producer of an award-winning one-hour documentary that looked at the restoration of Prince William Sound 10 years after the oil spill. He joined Happy Dancing Turtle in 2013 and created the *Resilient Living Minnesota* video shorts currently playing on Lakeland Public Television.