

**Environment and Natural Resources Trust Fund
2018 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 156-D

Minnesota Traditions Newspaper AIS Awareness Campaign

Category: D. Aquatic and Terrestrial Invasive Species

Total Project Budget: \$ 230,000

Proposed Project Time Period for the Funding Requested: 1 year, July 2018 to June 2019

Summary:

This project seeks to educate the outdoor enthusiast about the Clean, Drain, Dry prevention techniques by delivering positive legacy messaging through a Twin Cities/North Central newspaper insert.

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Sponsoring Organization: Mississippi Headwaters Board

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Location

Region: Central, Metro, Northwest, Northeast

County Name: Aitkin, Anoka, Beltrami, Carver, Cass, Chisago, Clearwater, Crow Wing, Dakota, Hennepin, Hubbard, Isanti, Itasca, Morrison, Ramsey, Scott, Sherburne, Washington, Wright

City / Township:

Alternate Text for Visual:

visual pictures of people enjoying our resources with testimonials urging the public to Clean, Drain, and Dry their boats to help stop the spread of AIS.

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

INSTRUCTIONS AND TEMPLATE (2 PAGE LIMIT)

*Attach Main Proposal in MS-WORD format to your "2018 LCCMR Proposal Submission Form".
(2-page limit, single-sided, 11 pt. font minimum - retain the bold text and DELETE all instructions typed in italics)*

PROJECT TITLE: Minnesota Traditions Newspaper AIS Awareness Campaign

I. PROJECT STATEMENT

Education and awareness about Aquatic Invasive Species (AIS) is something that needs to be done to the common everyday outdoor adventurer. The AIS message has been heavily emphasized in the fishing and government world for decades, but very little has been done to reach the everyday person who enjoys the outdoors lifestyle. While administering a 2016 survey at the local boat accesses, respondents stated that over **40%** (table 1) of them received their information about AIS through newspaper inserts. This is an innovative pathway that has not been utilized by agencies, yet it reaches a considerable amount of people. To date, there has been no record of this type of project being done by other agencies, and awareness is usually done by informational articles in the printed newspaper. Based on this information, we want to use a paper source to deliver the information through the insert pathway because the Sunday Paper is what most people receive (Table 2). This also debunks the perception that most people receive their news via the digital newspaper. The message we are proposing will be directed with an outdoor recreationalist theme informing kayakers, canoers, wakeboarders, waterskiiers, pontooners, and fishermen on how to protect our environment through Best Management Techniques (Clean, Drain, Dry) through a positive legacy message. We want to utilize the Minnesota Traditions brand in the newspapers to help reach this demographic. This project is expected to last one year from July of 2018 to June of 2019.

Table 1. Reported types of information sources from MHB Survey.

Type of information source [#]	N	Percent
Inspectors/volunteers	230	71.4%
Signage at public lake accesses	190	59.0%
Magazines	142	44.1%
Local newspapers	140	43.5%
Billboards	112	34.8%
Social media	109	33.9%
TV Infomercials	84	26.1%
Radio	75	23.3%
TV Public Service announcements	62	19.3%
County/State Fair	46	14.3%
Local County website	39	12.1%
Other (e.g., brochures, DNR)	31	9.6%

Table 2. Star Tribune & Pioneer Press Circulation Numbers		
Edition	Monday-Friday	Sunday
Star Tribune Metro	172,130	447,150 (1.2million readership)
Star Tribune Metro Digital	31,414	31,307
Pioneer Press	97,867	218,000 (450,000 readership)
Pioneer Press Digital	22,000	22,000

Minnesota Traditions is the Branding organization of the Mississippi Headwaters Board (MHB). Its purpose is to bring about awareness and prevention techniques about Aquatic Invasive Species (AIS) to

the outdoor recreationalist in an entertaining way to the state of Minnesota and the regional states around it. Please visit www.minnesotatraditions.com and visit our social media pages and you tube videos to learn more about us.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: <i>Design, Create, print and distribute ads messaging the Outdoor Enthusiast</i>	Budget: \$230,000
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Outcome	Completion Date
<i>1. Design and create 1 newspaper insert. 2 page color, 8.5 X 11 flyer</i>	<i>July 2018</i>
<i>2. Print and distribute newspaper inserts with a positive AIS message to a media outlet for the Star Tribune, Pioneer Press, and North Central newspapers. This will be done 2 times in a Sunday paper. This will reach the Twin Cities metro area and the North central local newspapers.</i>	<i>September 2018 & May 2019</i>

III. PROJECT STRATEGY

A. Project Team/Partners

These partners will ensure execution, coordination, and execution of the LCCMR grant:
 Fishing the Wildside- Chip Leer- (\$27,000) coordination, scheduling, and contracting with partners.
 Media Creation Company- undetermined- (\$3,000) Design and create insert. This company will be contracted through competitive bid.
 Star Tribune, Pioneer Press, local North Central newspaper distribution (\$200,000)
 Partners not receiving funds:
 Mississippi Headwaters Board for grant administration.

B. Project Impact and Long-Term Strategy

Other grants will be obtained by various granting sources. If local counties view this as a value added strategy, we could see this self-sufficient like the Minnesota Traditions social media and TV Awareness Campaign. The long term impact will be a reduction of risk factors (drain plug pulled, debris off boat and trailer, mud on boats) entering the North Central counties of Clearwater, Beltrami, Hubbard, Cass, Itasca, Aitkin, Crow Wing, and Morrison Counties. The Star Tribune will reach over 447,000 people and the Pioneer Press will reach over 200,000 based on distribution numbers.

C. Timeline Requirements

No additional funding will be needed for future grant requests from the LCCMR if there is local buy in from counties and AIS aid continues to be allocated. If we do not get local buy in, then future funding request can be anticipated through various other grant systems available. This project is expected to last one year from July of 2018 to June of 2019.

2018 Detailed Project Budget

Project Title: *[Insert "Project Title" here]*

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Attach budget, in MS-EXCEL format, to your "2018 LCCMR Proposal Submission Form".

(1-page limit, single-sided, 10 pt. font minimum. Retain bold text and DELETE all instructions typed in italics. ADD OR DELETE ROWS AS NECESSARY. If budget item row is not applicable put "N/A" or delete it. All of "Other Funds" section must be filled out.)

IV. TOTAL ENRTF REQUEST BUDGET *[Insert # of years for project] years*

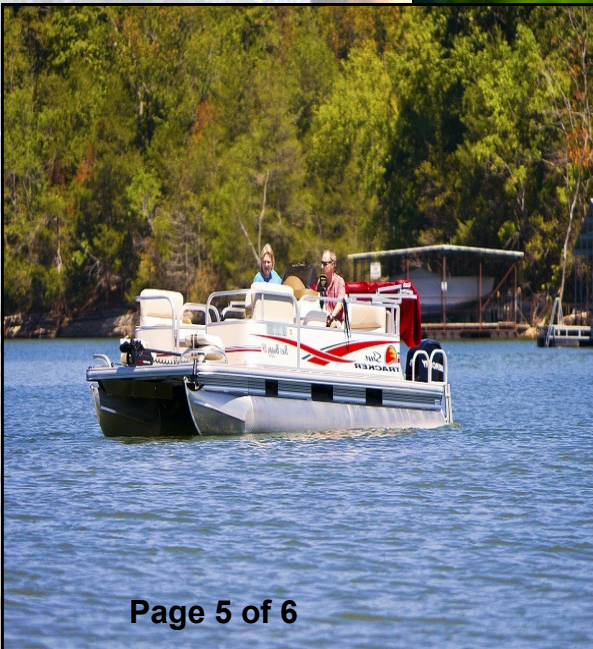
BUDGET ITEM <i>(See "Guidance on Allowable Expenses", p. 13)</i>	AMOUNT
Personnel: <i>In this column, list who is getting paid to do what and what is the % of full-time employment for each position. List out by position or position type - one row per position/position type. For each, provide details in this column on the inputs: i.e., % dollars toward salary, % dollars toward benefits, time period for position/position type, and number of people in the position/position type.</i>	\$ -
Professional/Technical/Service Contracts: Fishing the Wildside, Chip Leer (\$27,000) coordination, scheduling, and contracting with partners. Media Creation Company (\$203,000) Design, create, print, and distribute insert. This company will be contracted through RFQ.	\$ 230,000
Equipment/Tools/Supplies: <i>In this column, list out general descriptions of item(s) or item type(s) and their purpose - one row per item/item type.</i>	\$ -
Acquisition (Fee Title or Permanent Easements): <i>In this column, indicate proposed number of acres and and name of organization or entity who will hold title.</i>	\$ -
Travel: <i>Be specific. Generally, only in-state travel essential to completing project activities can be included.</i>	\$ -
Additional Budget Items: <i>In this column, list any additional budget items that do not fit above categories. List by item(s) or item type(s) and explain how number was determined One row per type/category.</i>	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 230,000

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>This funding will come from some of the local Mississippi Headwaters Board counties of Crow Wing, Morrison, Aitkin, and Cass.</i>		
Other State \$ To Be Applied To Project During Project Period: Crow Wing County- \$15,000	\$ 15,000	<i>pending</i>
In-kind Services To Be Applied To Project During Project Period: <i>Indicate any additional in-kind service(s) secured or applied for to be spent on the project during the funding period. For each type of service, list type of service(s), estimated value, and indicate whether it is secured or pending. In-kind services listed must be specific to the project.</i>	\$ -	<i>Indicate: Secured or Pending</i>
Past and Current ENRTF Appropriation: <i>Specify dollar amount and year of appropriation from any current ENRTF appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Indicate the status of the funds.</i>	\$ -	<i>Indicate: Unspent? Legally Obligated? Other?</i>
Other Funding History: <i>Indicate funding secured but to be expended prior to July 1, 2018, for activities directly relevant to this specific funding request. State specific source(s) of funds and dollar amount.</i>	\$ -	

Clean Drain Dry

It's more than milfoil and zebra mussels. It's about keeping our traditions and way of life in Minnesota unspoiled. From spring fishing on the Mississippi River, to the last cast on a brisk autumn day, our Minnesota lakes and rivers are in our heart and soul. Whether your passion is wakeboarding, skiing, tubing, canoeing, or paddleboarding, we all love the water and the opportunities for fun our lakes and rivers provide. It's how we live and what we dream of all winter.



We all want our lakes and to maintain their unique, natural characteristics, but invasive species change your favorite water's ecosystem. We're all on the same team and benefit from each other's positive actions.

07/29/2017

ENRTF ID: 156-D

Project Manager Qualifications and Organization Description

The Mississippi Headwaters Board (**MHB**) is an eight-county (Aitkin, Beltrami, Cass, Clearwater, Crow Wing, Hubbard, Itasca, and Morrison) joint-powers board united in 1980 with the signing of the Joint Powers Agreement. It was duly authorized by the Minnesota legislature in 1981 to preserve and protect the outstanding and unique natural, scientific, historical, recreational, and cultural values of the first 400 miles of the Mississippi River. (MN Stat. 103F.361. Subd. (1) and (2). MN Stat. 103F.361-377, Appendix 2). MHB certifies or disapproves variances, plats, and the adoption or amendment of ordinances, along with administering and coordinating grants to help protect the Mississippi River.

Tim Terrill is the Executive Director of the Mississippi Headwaters Board, and has over 13 years of experience with writing, receiving, and administering grants from federal, state, and local entities. Terrill's countless years of experience in the environmental field as a former District Manager for a Soil & Water Conservation District, and as a project coordinator with the Iowa Dept. of Agriculture and Land Stewardship will help aid in this effort. He currently administers an AIS awareness campaign titled Minnesota Traditions which utilized over \$200,000 to promote awareness and behavioral change utilizing TV and social media. He hopes to use this experience to help make the LCCMR grant as successful as Minnesota Traditions. Currently he is administering over \$3,000,000 worth of funding from various sources. Mr. Terrill has partnered and coordinated grants with various local entities, and has the ability to accomplish measurable goals.