

**Environment and Natural Resources Trust Fund
2019 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 158-CH

Expanding Minnesota Clean Marina Initiative to Protect Waters

Category: H. Proposals seeking \$200,000 or less in funding

Sub-Category: C. Environmental Education

Total Project Budget: \$ 200,000

Proposed Project Time Period for the Funding Requested: June 30, 2022 (3 yrs)

Summary:

Aligned with more than 30 other states with clean water programs, MCMI aims to create partnerships with marinas and their boaters to protect natural resources and promote economic growth.

Name: Rick Chapman

Sponsoring Organization: Minnesota Clean Marina

Title: _____

Department: _____

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Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

The Minnesota Clean Marina Initiative (MCMI) is a voluntary, self-regulated program that encourages public and private marinas to proactively incorporate environmental Best Management Practices (BMPs) that exceed regulatory requirements to enhance environmental stewardship.

<input type="checkbox"/>	Funding Priorities	<input type="checkbox"/>	Multiple Benefits	<input type="checkbox"/>	Outcomes	<input type="checkbox"/>	Knowledge Base
<input type="checkbox"/>	Extent of Impact	<input type="checkbox"/>	Innovation	<input type="checkbox"/>	Scientific/Tech Basis	<input type="checkbox"/>	Urgency
<input type="checkbox"/>	Capacity Readiness	<input type="checkbox"/>	Leverage	<input type="checkbox"/>	TOTAL	<input type="checkbox"/>	%
<input type="checkbox"/>	If under \$200,000, waive presentation?						



**Environment and Natural Resources Trust Fund (ENRTF)
2019 Main Proposal – Minnesota Clean Marina Initiative**

PROJECT TITLE: Expanding Minnesota Clean Marina Initiative to Protect Minnesota’s Water and Shoreline

I. PROJECT STATEMENT

The Minnesota Clean Marina Initiative (MCMI) is a voluntary, self-regulated program that encourages public and private marinas to proactively incorporate environmental Best Management Practices (BMPs) that exceed regulatory requirements to enhance environmental stewardship. These BMPs address critical environmental issues such as invasive species, waste management and preventing and cleaning up fuel spills.

Aligned with more than 30 other states with clean water programs, MCMI aims to create partnerships with marinas and their boaters to protect natural resources and promote economic growth. To achieve this goal, MCMI assists marinas throughout the state with incorporating BMPs into their operating procedures, provides compliance assistance, education and technical assistance and aims to certify all of Minnesota’s 240 marinas.

To obtain certification marinas commit to keeping Minnesota’s waterways free of harmful chemicals, excess nutrients and debris by implementing BMPs that prevent pollution and protect aquatic habitats. Marinas also conduct self-evaluations using the MCMI BMP guidebook and undergo a site visit and inspection conducted by volunteer certifiers of the MCMI. Once certification percentages are met certification is granted and recertification is conducted every three years.

Activities implemented through the MCMI also help to build a cooperative network between the boater community and regulatory agencies. Activities conducted through the MCMI provide support and assistance to state agency partners (Department of Natural Resources, Pollution Control Agency and the Minnesota Technical Advisory Committee) in fulfilling their mandates regarding safety, aquatic invasive species prevention, pollution reduction and restoration of fish and wildlife habitats.

To date, the MCMI has certified 17 marinas and secured 6 pledges and is working to meet growing demand. The MCMI seeks funding to increase capacity by engaging a Clean Marina Specialist. The Clean Marina Specialist will support and enhance MCMI’s core mission – specifically during Minnesota’s peak boating season when volunteer time is most limited – by conducting outreach, site visits and granting certifications.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Outreach and Education

Description: The MCMI predicts rapid growth over the next 3-5 years – projecting 50 certified Minnesota marinas by 2022. To reach and potentially exceed expectations, the MCMI will continue to expand its network and footprint through increased outreach and education. The MCMI will increase the number of regional workshops, maintain a presence at boat shows, participate in regional meetings and marina association events in order to support marinas, maintain strong relationships and keep an open line of communication.

ENRTF BUDGET: \$100,000

Outcome	Completion Date
1. <i>Identify locations for workshops</i>	12/31/2019
2. <i>Conduct a minimum of 2 workshops each year, for 3 years</i>	6/30/2022
3. <i>Develop promotional materials and communications plan.</i>	3/1/2020



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2019 Main Proposal – Minnesota Clean Marina Initiative**

4. Update and upgrade website, increase functionality and create a hub of information for marinas	3/1/2020
5. Develop media and outreach kits, publish on website	3/1/2020
6. Evaluate the potential for online training	7/1/2020

Activity 2: Certification and Technical Assistance

Description: The MCMI will promote certification and aid marinas in the certification process. MCMI will focus on guiding marinas through the 6-step certification process and work to convert the 6 current pledges to certified marinas. MCMI participants will also receive ongoing technical support from MCMI certifiers.

ENRTF BUDGET: \$100,000

Outcome	Completion Date
1. Convert 6 pledges to certified marinas	12/31/2019
2. Certify 10 additional marinas each year for 3 years	6/30/2022
3. Continue recertification (every 3 years) of current certified marinas	Continuous

III. PROJECT PARTNERS:

A. Partners receiving ENRTF funding

Name	Title	Affiliation	Role

B. Partners NOT receiving ENRTF funding

Name	Title	Affiliation	Role

IV. LONG-TERM- IMPLEMENTATION AND FUNDING:

The MCMI will continue serving marinas and stakeholders beyond project completion. Throughout the program’s three-year duration, MCMI’s Board of Directors will focus on growing local, regional and national partnership development, grant writing and fundraising activity to ensure continued success. Each certified marina will continue to adopt another marina with the goal of certification and/or serves as a regional clean marina certifier – building on the work already completed. The MCMI has set ambitious goals using past performance as a guideline. The project’s progress will be measured using the number of certified marinas as a baseline. The mission carried out by the MCMI (created and currently advanced by volunteers) is invaluable as a public/private partnership - proactively contributing to the protection of water quality and coastal resources.

V. TIME LINE REQUIREMENTS:

The MCMI seeks funding to increase capacity and ultimately increase the number of certified marinas and facilitate additional workshops and training sessions across the state. Engaging a Clean Marina Specialist to support the all-volunteer personnel is critical to the mission of the MCMI. With the added support, the MCMI will certify a minimum of 10 marinas each year for the duration of the project – more than tripling the current number of certifications.

2019 Proposal Budget Spreadsheet

Project Title:

IV. TOTAL ENRTF REQUEST BUDGET 3 years

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Personnel: Clean Water Specialist (1), 50% of full-time employment, 100% of funding for salary and payroll taxes, no benefits provided, employment for the duration of 3 years. The Clean Water Specialist will support the board of directors and volunteer certifiers of the MCMI by carrying out the programs' core mission: education, technical support, site visits, certification and recertification.	\$ 150,000
Professional/Technical/Service Contracts: Communications and Marketing: Contractor to be determined. Develop marketing materials, outreach and media kits, and long-term communications plans. Web Development: Contractor to be determined. Update and upgrade website, web hosting fees, provide on-going website maintenance. RFPs will be issued.	\$ 20,000
Equipment/Tools/Supplies: Printing of promotional materials, flash drives and binders with BMPs, checklist and other support materials.	\$ 15,000
Acquisition (Fee Title or Permanent Easements):	\$ -
Travel: Approved travel expenses provided to volunteer certifiers and Clean Water Specialist related to statewide site visits, annual regional meeting and regional boat shows.	\$ 15,000
Additional Budget Items:	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 200,000

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: Midwest Marina Association: \$500 annually in years 2018, 2019, 2020, 2021	\$ 2,000	<i>Pending</i>
Other State \$ To Be Applied To Project During Project Period: NA	\$ -	
In-kind Services To Be Applied To Project During Project Period: Professional services provided by volunteer personnel in conducting site visits and other operations at \$125 hour.	\$ 60,000	<i>Secured</i>
Past and Current ENRTF Appropriation: NA	\$ -	
Other Funding History: Midwest Marina Association (\$8,500) North Central Marina Association (\$10,000) Minnehaha Creek Watershed District (\$5,000) Michigan Sea Grant (\$2,500)	\$ 23,500	<i>Secured</i>

MINNESOTA CLEAN MARINA



minnesotacleanmarina.org



Environment and Natural Resources Trust Fund (ENRTF) 2019 Manager Qualifications and Organization Description

Project Manager Qualifications

Rick Chapman is the General Manager of Sunnyside Marina in Stillwater, Minnesota, where he oversees operations of the 255-slip marina. Owned by an association of slip owners, Chapman manages the association along with a twelve-member Board of Directors.

Chapman has acted as Secretary of the Minnesota Clean Marina Program since 2010. Since the Organization was founded in 2009, Chapman has been responsible for record keeping, organizing and facilitating board meetings and all certification visits.

Since 2012, Chapman has also served as President of the Midwest Marina Association – comprised of marina operators – representing more than 6,000 boaters. Chapman is also a board member of the Association of Marina Industries, a national organization that serves as the leading voice of the marina industry, where he also serves on the Legislative Committee.

Organization Description

The Minnesota Clean Marina Initiative is led by an all-volunteer Board of Directors, Advisory Task Force and robust membership of marina owners and operators dedicated to preserving Minnesota's 90,000 miles of shoreline and boosting the state's \$5.46 billion recreational boating economy. The Minnesota Clean Marina Initiative was formed in 2009 and was modeled after the Wisconsin Clean Marina Program. Currently there are more than 30 states with clean marina programs.