

REQUEST FOR INFORMATION FOR

Marketing Services

**MINNESOTA LEGISLATIVE COORDINATING COMMISSION
ON BEHALF OF
MINNESOTA MISSISSIPPI RIVER PARKWAY COMMISSION**

REQUEST FOR INFORMATION

MARKETING SERVICES

Solicitor:	Minnesota Legislative Coordinating Commission (LCC) on behalf of the Minnesota Mississippi River Parkway Commission (MN-MRPC)
Requested Deadline for Information	Information submissions are requested to be received by the LCC by 4:00 p.m. (CT) on Monday, [DATE] .
Submission Method	Information is requested to be submitted by email only.
Deliver to:	Electronic submission by email only to: Andrew.George@lcc.mn.gov Please title email: MN-MRPC Marketing Service Information
Contact Person:	Andrew George Minnesota Legislative Coordinating Commission Centennial Office Building Saint Paul, Minnesota 55155 651-297-7143 (voice); andrew.george@lcc.mn.gov
Content of this Packet:	Cover Page (this page) Section 1: Summary and Background, Pages X-X Section 2: Summary of Scope and Objectives, Pages X-X Section 3: Submission of Information Responses, Pages X-X Section 4: Eligibility, Evaluation, and Timeline, Page X-X

SECTION 1: Summary and Background

The Minnesota Legislative Coordinating Commission (LCC) a nonpartisan office of the Minnesota Legislature is seeking, on behalf of the Minnesota Mississippi River Parkway Commission (MN-MRPC, information for providing marketing services to the MN-MRPC.

The MN-MRPC is dedicated to the preservation, promotion, and enhancement of the scenic, historic, and recreational resources of the Mississippi River and its communities. In addition, the MN-MRPC's mission seeks to foster economic growth in the river corridor, and develop the national, scenic and historic parkway known as the Great River Road (GRR), a 575-mile National Scenic Byway extending from Lake Itasca State Park to the Iowa border (MS 161.1419).

The MN-MRPC is a legislatively appointed Commission under the administrative and fiscal oversight of the LCC. The MN-MRPC is comprised of 15 members: two members from the Senate; two from the House of Representatives; one member from each of the following state agencies: Explore Minnesota Tourism, Department of Transportation, Department of Natural Resources, Department of Agriculture, and the Historical Society; five regional citizen members; and an at-large member that is appointed by the other commission members. The MN-MRPC is part of the larger National MRPC, which includes state commissions from the ten Mississippi river states of Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin. For more information about MN-MRPC go to: <https://www.commissions.leg.state.mn.us/mrpc/mrpc.html>

The LCC serves as the fiscal agent for the MN-MRPC and provides administration services for the commission. As such, the LCC is the overall administrative entity for the MN-MRPC with member coordination and communications, commission meeting coordination and administration, maintenance of commission social media sites including a Facebook account, tourism website and business commission website, some communication with stakeholders, coordination of statewide events, coordination of printing and distribution of GRR maps, and other administrative services. Fiscal agent services include budget maintenance and payable services. For more information about the LCC go to: <https://www.lcc.mn.gov/>

SECTION 2: SUMMARY OF SCOPE AND OBJECTIVES

The LCC is seeking information from qualified individuals or entities to provide marketing and outreach services to the MN-MRPC.

Marketing services requested may include stakeholder communications, supportive

circulation of MN-MRPC information, participation in quarterly MN-MRPC meetings, national MRPC meetings, and periodic executive committee and stakeholder meetings, event coordination, byway travel marketing, posting of social media content, and special projects as requested.

Responsibilities may include the following services for the MN-MRPC in coordination with the Legislative Coordinating Commission:

General Marketing and Communication Services

- Assistance with email and mail inquiries from the general public in coordination with the LCC.
- Contact information management of community stakeholders, interpretive centers, and other byway partners.
- Ongoing communications to commission members, agency and technical partners, community stakeholders, and scenic byway contacts.

Coordination of Projects that may include:

- Regular proactive outreach to interpretive centers, convention and visitor bureaus (CVBs), and other byway partners that develop and deepen partnerships to help raise the profile of the GRR.
- Assist with design of GRR brochures and guides.
- Assist with the design and execution of special projects, such as the annual Drive the Great River Road month campaign.
- Web site maintenance and updates as needed (<http://www.mnmississippiriver.com/>; may be in coordination with vendor website maintenance services and the LCC).
- Advertising and promotions about the GRR.
- Production of an active social media presence with original marketing content (Facebook account, tourism website).
- Assistance with National MRPC meeting when hosted by the MN-MRPC (once every 6-10 years).
- Interaction with ten-state national MRPC members and national MRPC and staff in support of the LCC, including possible participation in national MRPC committees.

- Strategic plan project work and other special project services as requested.

SECTION 3: SUBMISSION OF INFORMATION RESPONSES

The LCC is requesting information from qualified individuals or entities to provide such services. Information is requested to include:

Information responses are requested to be submitted by 4:00 p.m. (CT) [DATE].

Each information response is requested to contain the following:

1. Transmittal Cover Letter including Contact Information for Individual or Entity.
2. Summary of Marketing Services that the Individual or Entity may be able to provide to the MN-MRPC.
3. Description of Individual/Entity, Qualifications, Past Marketing Services Experience, Examples of Marketing Work if possible.
4. Fee Information including Estimate Hours of Service on a per/Month basis and Inclusive Hourly Cost or Monthly Retainer.
5. Any Other Information that May be Helpful.

SECTION 4: ELIGIBILITY, EVALUATION PROCEDURE, AND TIMELINE

Eligible Applicants

This Request of Information (RFI) is open to all individuals and entities possessing the appropriate capabilities, qualifications, and experience.

Consideration of Information Submissions

Upon receipt and evaluation of qualified proposals, the LCC will consider the information provided and reserves the right to potentially negotiate the specific terms of the contract. In the event a contract is entered into, there will be additional terms and conditions that must be considered.

Timeline

[DATE]:	RFI issued
[DATE]:	Information submissions are requested to be submitted by [Date] to: Andrew.George@lcc.mn.gov Questions regarding this RFI and/or MN-MRPC and LCC are directed to: Andrew George 651-297-7143 (voice); andrew.george@lcc.mn.gov